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# 1970 SPRING VEGETABLES & MELONS

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## acreage marketing guides

U.S. DEPARTMENT OF AGRICULTURE



CONSUMER AND MARKETING SERVICE

DECEMBER 1969 AMG 70

## PREFACE

The nature of fresh vegetable markets makes production planning at least as necessary as it is for many industrial goods. Helping farmers with this needed planning is the objective of the Acreage-Marketing Guides program. Through this program, USDA's Consumer and Marketing Service tries to help growers balance the supply of each vegetable with requirements for it.

Some production influences--such as weather extremes--cannot be controlled. But growers have control over plantings. They can help achieve balanced markets by planting optimum acreages--acreages likely to result in enough production for consumer needs, but not enough to depress prices.

The basic objective of the acreage-marketing guides program is to assist growers in their acreage planning so that the resulting production will be in balance with market requirements. The performance of every vegetable producer has an influence on the ultimate market for every given commodity. Therefore, to improve prospects for a successful season, each grower should adjust his own acreage in accord with the individual commodity guide.

The recommendations for 1970 spring vegetables are presented in this publication. In the past, when growers have kept acreage within recommended levels, few marketing difficulties have developed.

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In the statements and tables that follow, production is defined as the amount of vegetables sold or utilized. Quantities not sold because of economic reasons are not included in the data for 1967, 1968 and 1969. In States where estimates were discontinued in 1969, background statistics for 1967 and 1968 were revised to exclude these States' data.

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1970 ACREAGE-MARKETING GUIDES  
SPRING VEGETABLES AND MELONS

I. 1969 REVIEW

Spring Vegetables and Melons

The 1969 total planted acreage of fresh spring vegetables was slightly less than in 1968. Moderately larger plantings in Florida, the leading State in production, and substantially larger acreages in Texas and Arizona failed to offset smaller plantings in California. Heavy rains in California prevented normal field work, limited plantings and delayed harvests of many spring vegetables.

In 1969, spring cantaloup plantings continued to trend upward. With increased acreages in all producing States, the 1969 total spring cantaloup plantings were much larger than in 1968. Because of an acreage reduction in Florida, total spring watermelon plantings were moderately less than in 1968.

In the major spring vegetable producing areas in the South and West, weather during the 1969 spring varied considerably. Although conditions improved for a few late-maturing crops, excessive moisture and below normal temperatures caused delays and restricted yields of many spring crops in California and in the Gulf Coast States. Also, low temperatures reduced yields of some Florida crops. In the Southeast, cool, dry weather slowed early-season development, and then heavy rains in June damaged mature crops.

The generally adverse weather resulted in below normal yields of many spring crops, and a moderate decline in production. The 1969 combined production of 13 spring vegetables was 34.2 million hundredweight, 3 percent less than in 1968, and 7 percent less than in 1967. The 1969 lettuce harvest was nearly a tenth less than in 1968. In addition, 1969 spring crops of broccoli, carrot, and cauliflower were much smaller than a year earlier. Other spring vegetables with less production than in 1968 included snap beans, cabbage, and tomatoes. In sharp contrast, early spring onion production was substantially larger than in 1968 due to high yields. Increased plantings resulted in larger crops of celery, sweet corn, cucumber, spinach, and green peppers.

Spring cantaloup production in 1969 in California was up substantially, and the total seasonal outturn was a fifth larger than in 1968. Watermelon production, however, was moderately less than the relatively small 1968 production. (Tables 1 and 2 show percentage changes in spring acreage, production, and total crop value; also see Figures 1 and 2.)

About 36 percent of the total commercial spring vegetable and melon production in 1969 originated in Florida, and California's share was 19 percent. The Florida share was up slightly compared with 1968, but tonnage produced in California was nearly two-fifths less than in 1968 and was sharply below average.

The extreme variations in 1969 harvest timing and production of major spring vegetables was reflected in diverse price changes compared with 1968.



High average prices were recorded for broccoli, cauliflower, celery, lettuce, and tomatoes. In contrast, the early spring onion price was quite low. Also, carrot, sweet corn, and green pepper prices averaged substantially below 1968.

Through May and June of 1969, increased marketings resulted in sharp price declines for several vegetables including lettuce, cucumbers, and watermelons. But due largely to below normal spring yields combined with widespread delays in early summer crop marketings, prices for some spring vegetables improved as the season progressed. These increases ranged from substantial for snap beans, carrots, celery, and onions to moderate for green peppers and spinach. (Monthly data on spring vegetable and melon unloads and prices are shown in Tables 3 and 4.)

The aggregate shipping point value of 13 principal spring vegetables, cantaloups and watermelons in 1969 was \$284 million. This was slightly above the \$276 million estimated in 1968. Much higher crop values for lettuce, celery, and tomatoes more than offset a sharp decrease for onions.

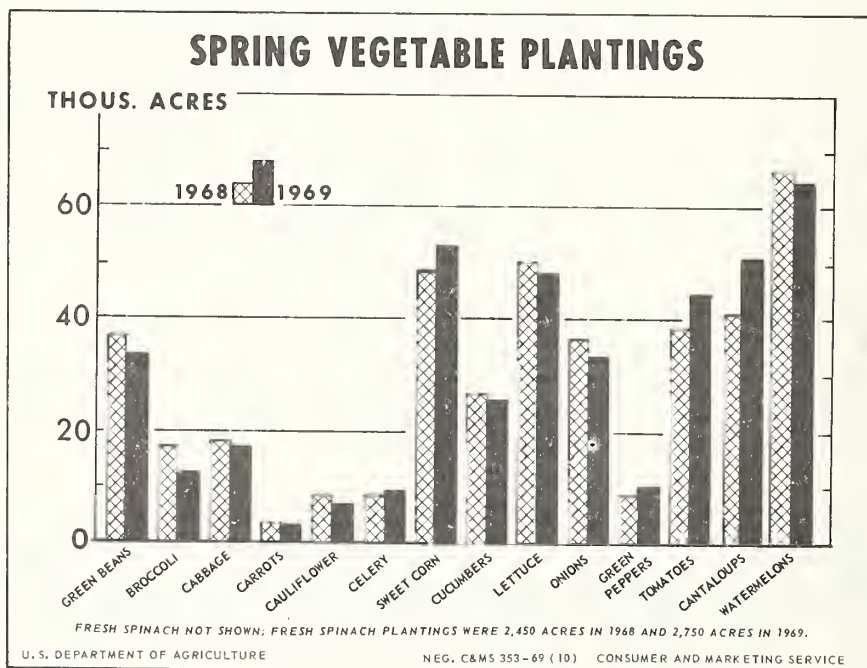


Figure 1

Table 1.--Spring Vegetables and Melons For Fresh Market: Percentage change in acreage, production, and crop value, 1969 compared with 1968

Commodity and season	: Planted acreage : 1969 vs. 1968	: Production 1/ : 1969 vs. 1968	: Total crop value : 1969 vs. 1968
	Percent	Percent	Percent
<u>Spring Vegetables</u>			
Beans, Snap			
Early	- 9	- 4	-15
Mid	-11	-19	+ 8
Late	- 7	- 6	- 1
Broccoli			
Early 2/	-28	-47	-35
Cabbage			
Early 2/	- 4	+ 2	+ 6
Late 2/	- 9	- 8	- 5
Carrots 2/	-19	-16	-40
Cauliflower			
Early 2/	-19	-28	-19
Celery 2/	+ 9	+ 9	+37
Corn, Sweet			
Early	+13	+19	+ 9
Late	-12	-26	-30
Cucumbers			
Early	+ 6	+17	+15
Late	-11	+ 1	+ 9
Lettuce			
Early	- 5	- 9	+31
Late	- 1	- 3	+ 7
Onions			
Early 2/	- 7	+23	-42
Late 2/	- 6	-15	-23
Peppers, Green 2/	+15	+13	+ 3
Spinach	+12	+12	+13
Tomatoes			
Early	+28	- 2	+ 7
Late	+ 3	- 3	- 4
<hr/>			
Total Vegetables	- 2	- 3	+ 2
<hr/>			
<u>Spring Melons</u>			
Cantaloups	+23	+20	+ 8
Watermelons	- 3	- 5	+ 6
<hr/>			
Total Melons	+ 7	+ 3	+ 7

1/ Excludes production not marketed.

2/ Includes some processing.

Table 2.--Spring Vegetables and Melons For Fresh Market: Percentage change in acreage, production, and total value, in major States, 1969 compared with 1968

State	Percentage change, 1969 versus 1968			
	Planted	Harvested		Total
	acreage	acreage	Production	crop
				value
	Percent	Percent	Percent	Percent
Florida	+ 5	+ 8	+ 1	- 1
California	- 9	-11	-39	- 7
Texas	+11	+18	+27	- 2
Arizona	+ 8	+ 4	+ 7	+16
South Carolina	-12	- 9	-0-	- 1
North Carolina	- 3	- 3	-14	+41
Georgia	+ 1	- 8	- 5	- 5
Louisiana	- 6	- 2	- 2	- 9
Virginia	- 2	+ 5	- 3	+12
Alabama	-11	- 6	+12	+ 1
New Jersey	- 3	- 6	+ 2	+ 8
New Mexico	- 6	+ 4	- 5	+17
Total spring	+ 1	+ 2	- 1	+ 3

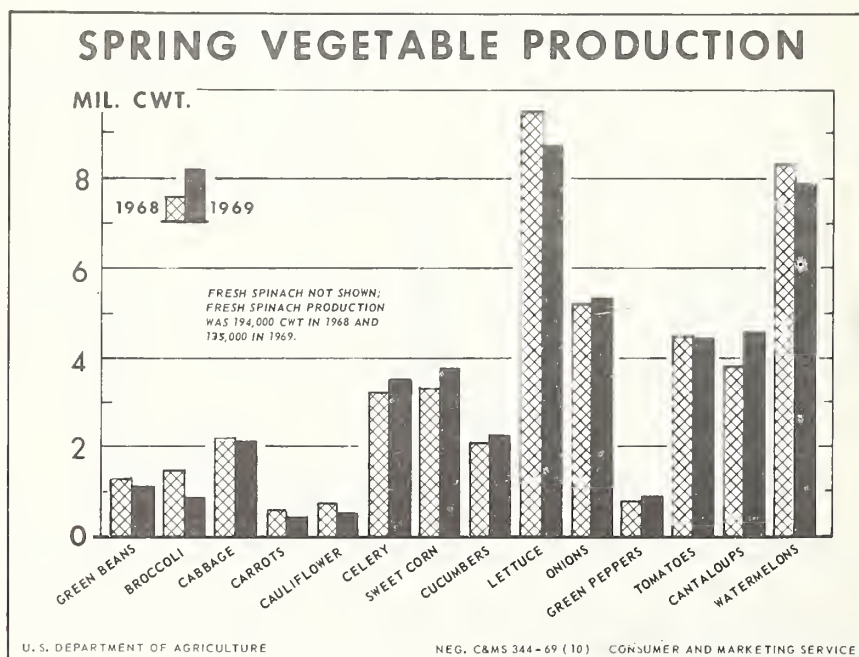


Figure 2



Table 3.--Selected Fresh Vegetables and Melons: Total unloads  
in 41 cities, March-June, 1968 and 1969\*

Commodity	Year	March	April	May	June	Total
Carlot equivalents						
Snap Beans	1968	472	861	1,140	1,147	3,620
	1969	604	854	729	1,128	3,315
Broccoli	1968	402	292	205	151	1,050
	1969	236	337	224	151	948
Cabbage	1968	2,967	3,117	3,061	2,635	11,780
	1969	3,040	3,186	3,010	2,713	11,949
Carrots	1968	1,461	1,491	1,433	1,194	5,579
	1969	1,350	1,470	1,361	1,152	5,333
Cauliflower	1968	416	382	297	235	1,330
	1969	347	386	235	257	1,225
Celery	1968	1,837	1,734	1,685	1,501	6,757
	1969	1,792	1,960	1,675	1,715	7,142
Sweet Corn	1968	425	1,168	2,254	2,747	6,594
	1969	600	1,742	2,604	3,226	8,172
Cucumbers	1968	533	856	1,714	1,803	4,906
	1969	778	1,106	1,404	1,913	5,201
Lettuce	1968	5,581	6,420	6,650	5,854	24,505
	1969	4,906	6,659	6,192	6,107	23,864
Onions	1968	2,017	2,714	3,305	2,796	10,832
	1969	2,232	2,722	2,890	2,817	10,661
Green Peppers	1968	996	881	1,087	1,324	4,288
	1969	1,033	1,211	1,200	1,330	4,774
Spinach	1968	286	250	224	163	923
	1969	337	287	263	192	1,079
Tomatoes	1968	2,692	2,876	4,448	4,033	14,049
	1969	2,905	3,222	3,443	4,589	14,159
Cantaloups	1968	227	647	965	4,531	6,370
	1969	311	1,045	1,203	5,415	7,974
Watermelons	1968	209	381	3,456	9,399	13,445
	1969	245	388	2,803	8,734	12,170

\* Preliminary

Note: Data include rail, truck, and boat unloads all sources, including imports.

Table 4.--Selected Fresh Vegetables and Melons: United States monthly average f.o.b. prices, March-June, 1968 and 1969\*

Commodity	Year	March	April	May	June
\$ per hundredweight					
Snap Beans	1968	16.20	11.90	11.60	9.23
	1969	13.50	9.15	16.10	11.80
Broccoli	1968	10.40	10.50	11.30	11.20
	1969	12.20	12.20	14.10	13.20
Cabbage	1968	3.37	3.07	3.59	2.61
	1969	2.95	2.75	3.23	2.74
Cantaloups	1968	-----	-----	9.57	6.89
	1969	-----	-----	9.00	6.18
Carrots	1968	6.97	4.75	4.46	5.02
	1969	4.85	4.37	5.36	6.61
Cauliflower	1968	11.50	11.50	12.00	10.50
	1969	13.10	11.90	15.10	10.30
Celery	1968	3.78	4.97	5.25	6.99
	1969	5.14	5.18	7.90	7.74
Sweet Corn	1968	8.90	6.11	6.06	5.96
	1969	8.40	5.50	5.88	5.78
Cucumbers	1968	17.20	11.80	6.74	4.90
	1969	10.10	8.50	7.65	6.06
Lettuce	1968	4.71	3.90	3.34	4.03
	1969	8.75	6.19	4.39	3.29
Onions	1968	8.68	8.71	4.88	3.58
	1969	2.29	2.97	3.55	3.72
Green Peppers	1968	16.20	20.30	15.50	11.00
	1969	11.80	12.70	19.20	12.70
Spinach	1968	11.50	7.78	7.55	8.80
	1969	10.90	9.37	8.39	10.40
Tomatoes	1968	14.80	19.40	11.30	11.80
	1969	9.40	15.20	16.90	11.70
Watermelons	1968	-----	4.10	3.23	1.80
	1969	-----	-----	3.20	2.12

\* Preliminary.

Source: "Agricultural Prices" issued by the Statistical Reporting Service, USDA.

## II. 1970 RECOMMENDATIONS

Specific planted acreage recommendations for 1970 spring vegetables and melons follow:

Commodity	:	Percentage change from
	:	1969 acreage
<u>Spring Vegetables</u>		
Snap Beans	(early).....	Minus 5
	(mid).....	No change
	(late).....	No change
Broccoli	(early).....	Plus 30
Cabbage	(early).....	No change
	(late).....	No change
Carrots.....		No change
Cauliflower.....		Plus 15
Celery.....		Minus 10 in Florida; minus 5 in California
Sweet Corn	(early).....	Minus 5
	(late).....	No change in Alabama; plus 5 in California
Cucumbers	(early).....	No change
	(late).....	No change
Lettuce	(early).....	No change
	(late).....	No change
Onions	(early).....	Minus 5
	(late).....	Minus 5 in California; no change in Arizona
Green Peppers.....		Minus 5
Spinach.....		No change
Tomatoes	(early).....	Minus 10 in Florida; no change in California and Texas
	(late).....	No change
<u>Spring Melons</u>		
Cantaloups.....		No change
Watermelons	(late).....	No change

Details for individual commodities are shown in Tables 5 and 6.

The 1970 total acreage guide for 13 spring vegetables plus cantaloups and watermelons is 413,105 acres, 1 percent less than the 1969 aggregate acreage. With normal acreage abandonment and average yields by commodities, the 1970 total spring vegetable and melon production would be 48.7 million hundredweight, 4 percent above the 1969 aggregate of 46.8 million hundredweight.

Table 5.--Spring Vegetables and Melons: Planted acreage guides,  
1970 with comparisons

Commodity	Planted acreage				Percent acreage guide is of:		
	: 1970	: 1969	: 1968	: 1967	: 1969	: 1968	: 1967
	: guide	: 1969	: 1968	: 1967	: 1969	: 1968	: 1967
	1,000 acres				Percent		
Beans, Snap							
Early	11.9	12.5	13.8	11.5	95	86	103
Mid	9.2	9.2	10.4	10.1	100	89	92
Late	12.0	12.0	12.9	13.1	100	93	92
Broccoli							
Early	16.2	12.5	17.3	15.6	130	94	104
Cabbage							
Early	10.4	10.4	10.8	11.5	100	96	90
Late	6.8	6.8	7.4	7.6	100	91	89
Carrots	3.0	3.0	3.7	3.8	100	81	79
Cauliflower							
Early	8.0	7.0	8.6	8.4	115	94	96
Celery	8.6	9.4	8.6	8.3	91	100	104
Corn, Sweet							
Early	44.1	46.4	41.2	41.1	95	107	107
Late	6.9	6.7	7.6	6.5	103	91	106
Cucumbers							
Early	12.3	12.3	11.6	11.3	100	106	109
Late	13.4	13.4	15.1	13.6	100	89	99
Lettuce							
Early	44.0	44.0	46.1	41.6	100	95	106
Late	4.0	4.0	4.0	3.8	100	92	105
Onions							
Early	23.8	25.0	27.0	24.0	95	88	99
Late	8.4	8.7	9.3	8.9	96	90	94
Peppers, Green	9.6	10.1	8.8	8.8	95	109	109
Spinach	2.8	2.8	2.4	2.8	100	112	96
Tomatoes							
Early	22.4	24.4	19.0	19.3	92	118	116
Late	20.0	20.0	19.5	18.0	100	103	111
Total Vegetables	297.8	300.6	305.2	289.7	99	98	103
Cantaloups	50.6	50.6	41.1	34.9	100	123	145
Watermelons	64.6	64.6	66.6	63.7	100	97	101
Total Melons	115.2	115.2	107.7	98.6	100	107	117

Note: Data for 1969 are preliminary.

Note: Totals and percentages computed from unrounded data.



Table 6.--Spring Vegetables and Melons: Probable production in 1970  
from guide acreages with comparisons

Commodity	Production 1/ 1970				Guide production as percentage of:		
	2/ : 1969 : 1968 3/ : 1967 3/ :				1969 : 1968 : 1967		
	1,000 hundredweight				Percent		
Beans, Snap							
Early	434	420	438	429	103	99	101
Mid	249	225	279	296	111	89	84
Late	474	477	509	476	99	93	100
Broccoli							
Early	1,430	826	1,557	1,326	173	92	108
Cabbage							
Early	1,423	1,378	1,350	1,734	103	105	82
Late	796	786	850	1,090	101	94	73
Carrots	537	510	610	684	105	88	79
Cauliflower							
Early	704	561	774	756	125	91	93
Celery	3,410	3,509	3,218	3,321	97	106	103
Corn, Sweet							
Early	3,286	3,365	2,832	3,414	98	116	96
Late	438	381	513	385	115	85	114
Cucumbers							
Early	1,204	1,192	1,022	1,016	101	118	119
Late	1,003	1,027	1,018	1,083	98	99	93
Lettuce							
Early	8,375	8,162	8,999	7,788	103	93	108
Late	562	544	559	584	103	101	96
Onions							
Early	2,940	3,045	2,472	3,795	97	119	77
Late	2,567	2,334	2,742	2,667	110	94	96
Peppers, Green	884	902	801	850	98	110	104
Spinach	139	135	121	150	103	115	93
Tomatoes							
Early	3,378	3,178	3,240	3,619	106	104	93
Late	1,292	1,236	1,269	1,272	105	102	102
Total Vegetables	35,525	34,193	35,173	36,735	104	101	97
Cantaloups	4,653	4,602	3,841	3,885	101	121	120
Watermelons	8,525	7,963	8,372	9,061	107	102	94
Total Melons	13,178	12,565	12,213	12,946	105	108	102

Note: Data for 1969 are preliminary.

1/ Excludes production not marketed.

2/ Product of planted acreage guide for 1970, less normal abandonment, times average yield.

3/ Excludes data for States in which estimates discontinued in 1969.



### III. DEMAND FOR VEGETABLES IN SPRING 1970

The economy has made sharp advances in 1969. As the year ends, however, many signs of moderation are appearing. Retail sales have been sluggish with consumer expenditures for durable goods leveling off. With rates easing, almost all industries except auto makers have experienced sales declines, causing inventories to rise. Moreover, housing has been under pressure from the tight monetary conditions and mounting construction costs. And net exports of U. S. goods and services balanced against imports are indicating some unfavorable changes.

Consumer demand in the first half of 1970, despite an apparent slower advance in business activity, will likely continue fairly strong. Although employment will not be rising as rapidly as in 1969, wage rates in key industries will probably increase at a steady pace. Other strengthening factors will be the expected lowering of the 10 percent surtax to 5 percent on personal and corporate incomes, and the proposed increase in social security benefits. With these prospects and a growing population, demand for food including vegetables is expected to advance further in the first half of 1970.

### IV. FOREIGN TRADE IN SPRING VEGETABLES AND MELONS

Foreign trade in spring fresh vegetables consists largely of exports to Canada and imports from Mexico. In the spring of 1969, exports to Canada of fresh beans, cabbage, carrots, celery, onions, tomatoes, watermelons and potatoes showed a substantial decrease compared with the respective levels in 1968 (Table 7). However, the quantity of lettuce exported to Canada was up moderately compared with 1968 and green pepper volume was as large.

The 1969 spring imports from Mexico of cantaloups and watermelons were substantially above 1968 (Table 8). The domestic spring melon crop was late. This resulted in a sustained demand for Mexican melons into mid-spring.

The U. S. supply of dry onions was quite heavy in the spring of 1969. Storage holdings were higher than a year earlier and the South Texas spring production was large. As a result, there was less need for imports from Mexico and Chile.

A record volume of fresh tomatoes was imported from Mexico in the winter and spring of 1968-69. Following adverse weather, fresh tomato supplies in Florida during several periods were below normal, and markets absorbed an increased volume of imports. Movement of Mexican tomatoes in the spring of 1969 into Canadian markets also was quite high.

The overall export demand for fresh vegetables in the spring of 1970 is likely to be about as strong as last spring. Canada will continue as the leading foreign outlet for U. S. fresh vegetables. In markets overseas, particularly in England and Western Europe, interest in U. S. vegetables fluctuates in response to their local supply levels. Generally, because of the high cost of transportation for U. S. grown fresh vegetables, significantly higher prices must be received for U.S. vegetables in foreign markets compared with locally-grown produce. This limits exports to certain commodities and certain periods when supplies of local produce in foreign countries are not adequate.

The import volume of fresh vegetables from Mexico in the spring of 1970 is expected to be maintained at a high level. However, if harvest patterns for tomatoes and melons are normal in the spring of 1970, domestic supplies will be larger than in the spring of 1969 and 1970 imports from Mexico will encounter more competition than in 1969.

Table 7.--Fresh Vegetables and Melons: Exports from the United States, selected months, 1969 and 1968

Commodity	March-June 1969		Total, March-June	
	Canada	Other	1969	1968
<u>1,000 hundredweight</u>				
Beans, Fresh	44	2	46	61
Cabbage	362	10	372	464
Carrots	399	77	477	618
Celery	472	45	517	645
Lettuce	1,153	36	1,189	1,106
Onions	535	142	676	655
Peppers, Green	58	3	61	65
Tomatoes	245	6	251	348
Watermelons	404	10	413	474
Potatoes	1,350	34	1,384	2,225

Note: Monthly data may not add to total due to rounding.

Source: Bureau of the Census, U. S. Department of Commerce.

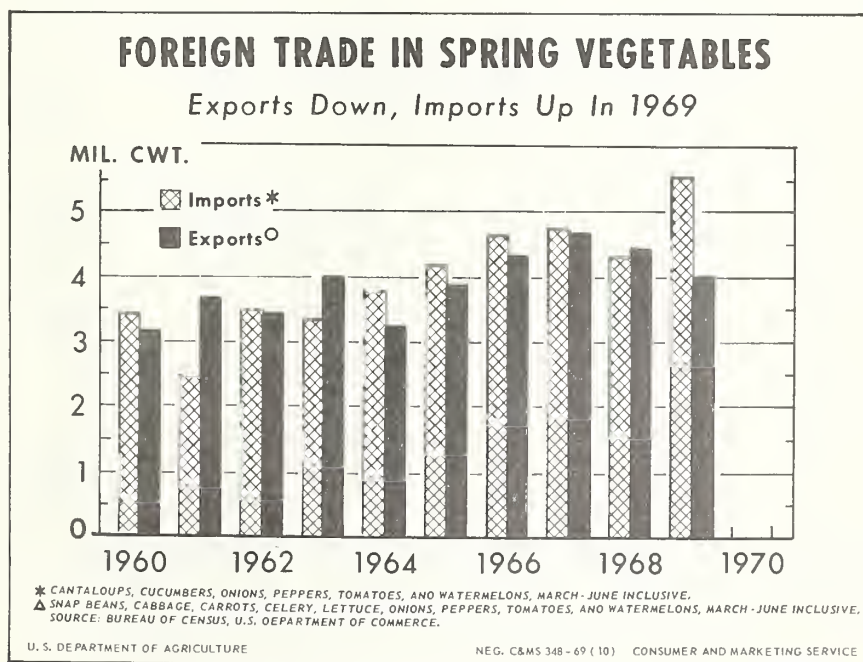


Figure 3

Table 8.--Fresh Vegetables and Melons: Imports into the United States, selected months, 1969, and selected totals

Commodity and	1969				: Total, March-June	
country of origin :	March	April	May	June	: 1969	: 1968
<u>1,000 hundredweight</u>						
<u>Cantaloups</u>						
Mexico	174	471	378	151	1,174	716
El Salvador	1	*	---	---	1	*
Dom. Rep.	---	*	*	2	2	1
Other	*	---	---	*	*	*
Total	<u>175</u>	<u>471</u>	<u>378</u>	<u>152</u>	<u>1,177</u>	<u>718</u>
<u>Cucumbers</u>						
Mexico	226	88	36	1	350	214
Bahamas	37	4	*	-	42	---
Canada	1	6	2	*	10	25
Other	<u>4</u>	<u>*</u>	<u>12</u>	<u>*</u>	<u>17</u>	<u>41</u>
Total	<u>269</u>	<u>98</u>	<u>50</u>	<u>1</u>	<u>418</u>	<u>279</u>
<u>Onions</u>						
Mexico	103	46	24	*	173	359
Chile	*	3	*	-	3	133
Italy	---	--	--	13	13	24
Other	<u>3</u>	<u>1</u>	<u>1</u>	<u>*</u>	<u>5</u>	<u>21</u>
Total	<u>106</u>	<u>50</u>	<u>26</u>	<u>14</u>	<u>196</u>	<u>536</u>
<u>Green Peppers</u>						
Mexico	100	62	11	9	181	85
Dom. Rep.	7	6	5	4	21	13
Other	*	*	*	*	<u>1</u>	<u>1</u>
Total	<u>107</u>	<u>68</u>	<u>16</u>	<u>12</u>	<u>203</u>	<u>98</u>
<u>Tomatoes</u>						
Mexico	841	766	705	328	2,640	2,086
Bahamas	1	---	---	---	1	---
Canada	*	*	3	1	4	6
Other	<u>2</u>	<u>2</u>	<u>3</u>	<u>1</u>	<u>9</u>	<u>9</u>
Total	<u>844</u>	<u>768</u>	<u>711</u>	<u>331</u>	<u>2,653</u>	<u>2,102</u>
<u>Watermelons</u>						
Mexico	111	196	296	287	890	551
Other	<u>13</u>	<u>4</u>	<u>---</u>	<u>---</u>	<u>17</u>	<u>22</u>
Total	<u>124</u>	<u>200</u>	<u>296</u>	<u>287</u>	<u>907</u>	<u>573</u>

Note: Data may not add to totals due to rounding. \* Less than 50,000 pounds.  
Source: Bureau of the Census, U. S. Department of Commerce.



## V. PROCESSED VEGETABLES

Although the total disappearance of processed vegetables continued at a high rate in 1968-69, the 1969 aggregate carryover of principal canned and frozen vegetables was a record. Because of the build-up in processed holdings, 1969 output for processing was reduced sharply compared to 1968. As a result, smaller packs are anticipated in 1969 and will more than offset the high carryovers. Nevertheless, 1969-70 total supplies (carryover plus pack) of principal canned and frozen vegetables will be the second highest on record, exceeded by those only in 1968-69.

The 1969-70 aggregate supply of principal canned vegetables, including lima beans, snap beans, beets, sauerkraut, sweet corn, green peas and spinach, is expected to be about 5 percent less than in 1968-69. The total supplies of all principal vegetables except beets will be down compared with last season. Supplies of canned beets are about equal to the relatively large supply available in 1968-69.

Processed tomato supplies were at record level in 1968-69, and the 1969 carryover was a record. Production of tomatoes for processing in 1969 was reduced by almost a third, and the 1969 pack and total supply will be substantially less than last season. However, 1969-70 supplies of tomato products probably will remain large relative to usual market needs.

The 1969 carryovers of frozen lima beans, snap beans, sweet corn and green peas were heavy. But there was a moderate inventory of frozen spinach. In 1969 there was a general reduction in production of vegetables for freezing and packs are estimated to be down sharply compared with 1968. As a result, the 1969-70 aggregate supplies of principal frozen vegetables will be down moderately compared with last year's record holdings.

Details on processed vegetables are shown in Figures 4 and 5 and Table 9.

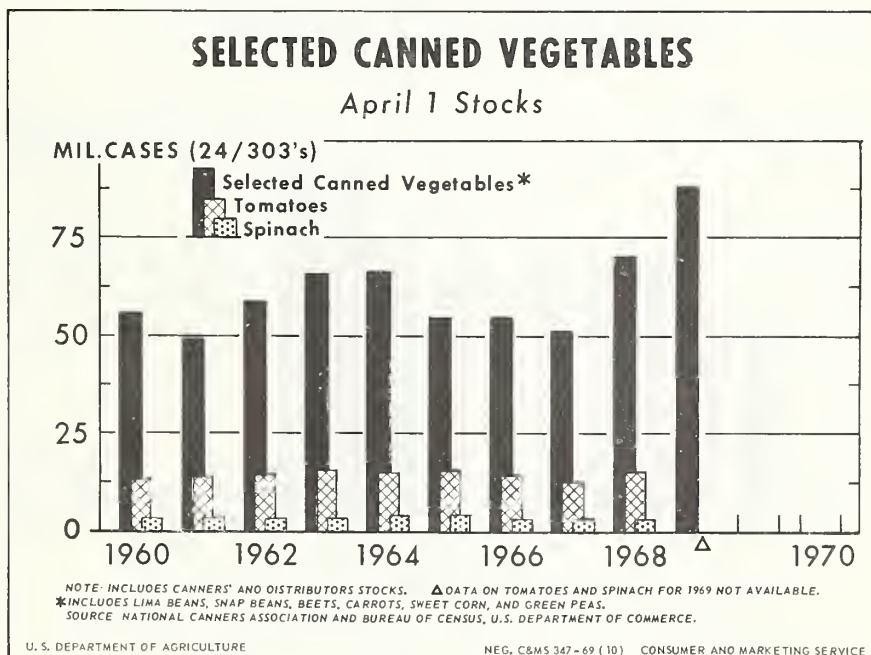


Figure 4

Table 9.--Supplies of canned and frozen vegetables, 1968-69 and 1967-68

Commodity	Total supply		April 1 stocks	
	1968-69	1967-68	1969	1968
Million cases 24/303's				
<b>Canned Vegetables 1/</b>				
Lima Beans	5.3	4.7	2.8	2.3
Snap Beans	66.9	61.0	27.3	23.5
Beets	18.2	15.1	8.5	5.1
Carrots	8.2	8.3	3.4	3.9
Sweet Corn	67.2	53.8	29.1	20.1
Green Peas	46.1	44.8	16.6	15.5
Spinach	11.1	10.4	N.A.	2/ 3.1
Tomatoes	N.A.	47.4	N.A.	16.3
<b>Frozen Vegetables</b>				
		Million pounds		
Lima Beans	216.3	192.8	103.3	88.9
Snap Beans	300.2	286.5	120.1	112.9
Broccoli	242.9	216.8	59.4	68.7
Carrots	196.2	171.1	68.6	48.0
Cauliflower	83.2	64.3	25.8	19.0
Sweet Corn	478.6	406.1	203.8	144.5
Green Peas	553.7	524.8	178.7	164.0
Spinach	196.7	187.9	38.3	70.5

N.A. - Not available.

1/ Includes canners' and distributors' stocks.

2/ March 1 stocks.

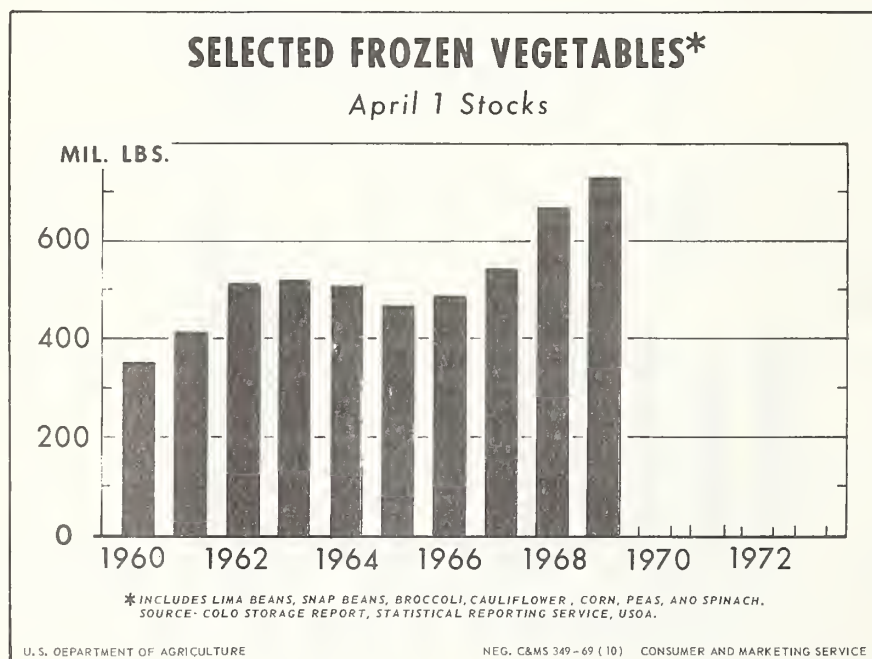


Figure 5



1970 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Snap Beans-Early Spring

(Florida)

Year	: Acreage :		Yield :		: : :	
	: Planted:	For harvest:	per acre :	Production:	Price :	Value
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1970 Acreage Guide and  
probable production

(planted acreage 5 percent  
less than in 1969) 11,900

1/38

434

Background statistics

1969	12,500	12,000	35	420	10.00	4,200
1968	13,800	12,900	34	438	11.30	4,949
1967	11,500	11,000	39	429	11.70	5,019

1/ 1966-69 average yield.

Comments

Early spring snap bean plantings in Florida have fluctuated widely in recent years. The 9 percent acreage reduction in 1969 followed a sharp increase in 1968. Low temperatures and strong winds held down the average yield in 1969, and production was 4 percent less than in 1968.

From a moderate level in late March, shipments from south Florida increased sharply in April, reaching a peak by the end of the month. Shipments dropped off in May when harvest moved into central and northern areas (Figure 6).

The large April marketings resulted in a sharp decline in prices. Returns were low through the last half of April. Although prices improved in May, the 1969 season average price was considerably lower than in 1968.

Total supplies of competing canned and frozen snap beans (Figure 7) in the spring of 1970 are expected to be only slightly less than the record large holdings in 1969. A 1970 early spring acreage smaller than in 1969 would furnish adequate fresh market supplies, providing an average yield is obtained.

1970 Guide

The 1970 guide is a planted acreage 5 percent less than in 1969. Such an acreage, with normal abandonment and a 1966-69 average yield, will result in a production 3 percent more than in 1969.

1970 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Snap Beans - Mid-Spring

(South Carolina, Georgia, Alabama, and Louisiana)

Year	: <u>Acreage</u> :		Yield :	:	:	:
	: Planted:	For harvest:	per acre	: Production:	Price	: Value
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1970 Acreage Guide and probable production</u>						
(planted acreage equal to 1969)	9,250		<u>1/</u> 29	249		
<u>Background statistics</u>						
1969	9,250	8,550	26	225	12.80	2,877
1968	10,400	9,700	29	279	9.52	2,656
1967	10,100	9,600	31	296	10.72	3,173
<u>1/ 1966-69 average yield.</u>						

Comments

The long-term decline in mid-spring snap bean plantings resumed in 1969. In addition, yields were restricted by generally low temperatures and adverse moisture conditions, which ranged from too dry in Georgia to excessive in the Gulf Coast States. Total 1969 mid-spring production was nearly a fifth less than in 1968.

Because of extensive replanting in Louisiana and slow growth in other States, mid-spring marketings in 1969 were much later than usual. Volume supplies were not available until late May, and shipments peaked in early June. Nevertheless, there was a favorable marketing pattern for 1969 mid-spring production, largely because supplies in competing late spring States were lighter than usual.

In 1969, an exceptionally strong market prevailed in early May. Although the market weakened somewhat in May and early June, prices exceeded the moderate levels of a year earlier.

In 1970, competition in fresh market outlets may be stronger than in 1969. Also, processed snap bean supplies likely will be heavy. Consequently, the outturn from a 1970 acreage equal to 1969 should be adequate.

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and a 1966-69 average yield, will result in a production 11 percent more than in 1969.

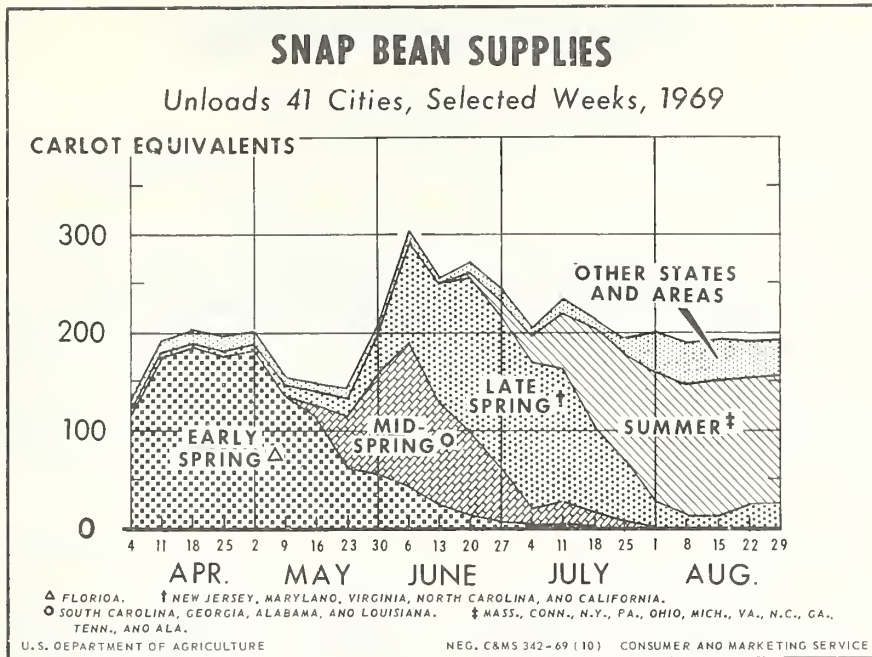


Figure 6

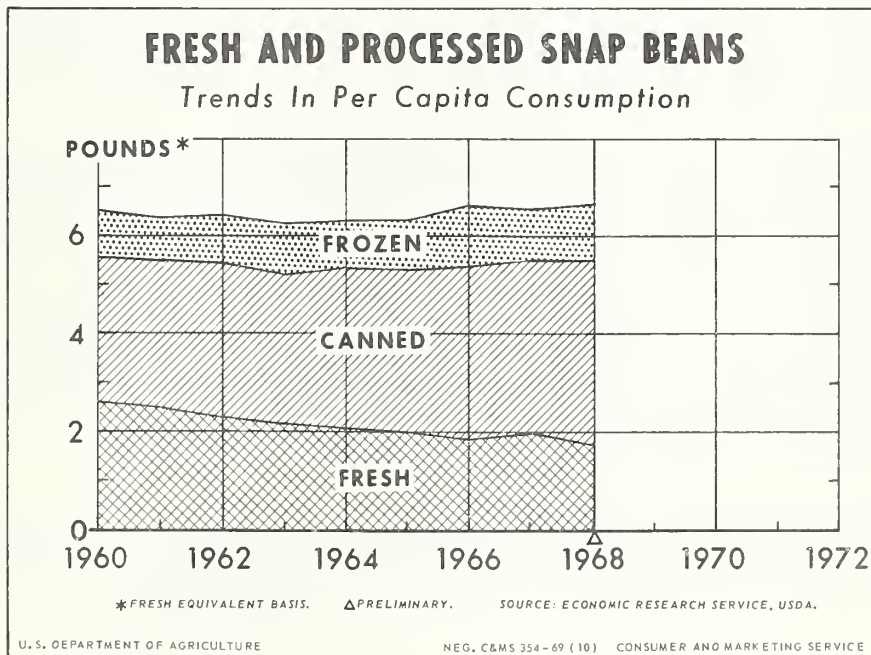


Figure 7

1970 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Snap Beans - Late Spring

(California, Virginia, North Carolina, New Jersey and Maryland)

Year	: Acreage :		Yield :	:	:	:
	: Planted:	For harvest:	per acre :	Production:	Price :	Value
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1970 Acreage Guide and probable production</u>						
(planted acreage equal to 1969)	12,000		<u>1</u> / 42	474		
<u>Background statistics</u>						
1969	12,000	11,200	43	477	11.80	5,629
1968	12,900	12,100	42	509	11.13	5,665
1967	13,100	12,500	38	476	12.55	5,975

1/ 1968-69 average yield.

Comments

Despite variable weather, the 1969 late spring snap bean crop in the East developed favorably. With the exception of North Carolina, where heavy mid-June rains damaged some crops, good yields in other eastern States largely offset acreage reductions. The moderately smaller total production in 1969 compared with 1968 was due to reduced plantings and a low yield in California.

Principal features of the 1969 marketing season in the East included moderate supplies and good harvest timing. Competitive volume from mid-spring States was light, and there was less than usual bunching in late spring marketings. In California, however, movement from south coastal areas continued heavy into June, overlapping supplies from central areas.

There were strong markets for eastern supplies during most of the spring of 1969. In June, when the bulk of the crop was marketed, shipping point prices averaged well above the moderate levels a year earlier. In contrast, prices in California averaged below the high level in 1968.

In 1970, harvest timing may not be as favorable as in 1969. Also, competitive processed snap bean supplies are expected to be heavy. Therefore, late spring plantings in 1970 equal to 1969 should provide an adequate supply.

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and a 1968-69 average yield, will result in a production slightly less than in 1969.



1970 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Broccoli - Early Spring

(California)

Year	Acreage		Yield			
	: Planted:	For harvest:	per acre	: Production:	Price	: Value
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1970 Acreage Guide and probable production</u>						
(planted acreage 30 percent more than in 1969)	16,250		<u>1/88</u>	1,430		
<u>Background statistics</u>						
1969	12,500	11,800	70	826	10.26	8,471
1968	17,300	17,300	90	1,557	8.38	13,043
1967	15,600	15,600	85	1,326	8.25	10,934

1/ 1967-68 average yield.

Comments

In 1969, cold, rainy weather in California slowed the growth and reduced yields of broccoli so that production was about half the 1968 level. As a result, spring supplies available to fresh market outlets and to processors were substantially below needs. The total unloads of California broccoli in 41 cities declined to 1,063 carlots in 1969 compared with 1,325 in 1968.

The 1969 frozen pack of spring broccoli was small, and the resulting inventory has been below normal. By the late summer of 1969, total supply held in cold storage was only 34 million pounds compared with 70 million a year earlier.

The small supply of spring broccoli returned a high average price (Figure 8). However, the high price failed to offset the low volume of sales, and total crop value was off sharply compared with 1968.

In 1970, a substantial increase is recommended in broccoli plantings.

1970 Guide

The 1970 guide is a planted acreage 30 percent more than in 1969. Such an acreage, with no abandonment and a 1967-68 average yield, will result in a production substantially above 1969.



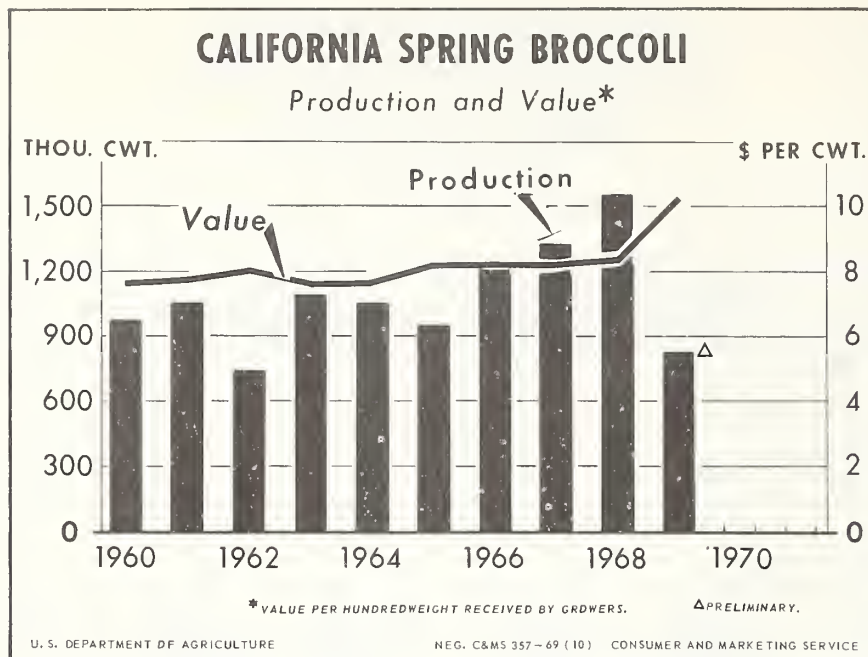


Figure 8

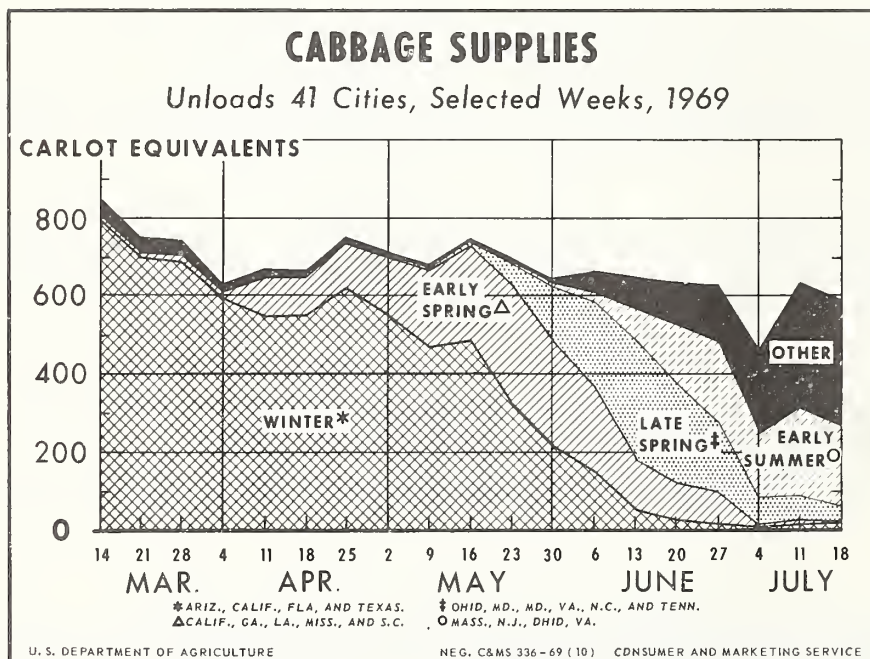


Figure 9

1970 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Cabbage - Early Spring

(California, Georgia, Louisiana, Mississippi, and South Carolina)

Year	: Acreage	: Yield	:	:	:	:
	: Planted:	For harvest:	per acre	: Production:	Price	: Value
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1970 Acreage Guide and probable production (planted acreage equal to 1969)						
	10,400		<u>1</u> /144	1,423		
<u>Background statistics</u>						
1969	10,400	9,900	139	1,378	2.94	4,048
1968	10,800	9,900	136	1,350	2.82	3,812
1967	11,500	11,200	155	1,734	2.87	4,971

1/ 1966-69 average yield.

Comments

Despite adverse weather in several producing areas, the 1969 total early spring production in major States was slightly larger than in 1968. Cool, dry conditions during March and April restricted output in South Carolina. Although heavy winter rains caused some crop loss in California, the leading State, production was up slightly.

During the 1969 early spring marketing season, which extends from early April in California through May and June in southeastern States, harvest timing for cabbage was favorable. As usual, heavy supplies continued into May from Florida and California winter crops. But early movement from late spring States during June was lighter than normal (Figure 9).

In April 1969, shipping point prices were below the fairly high levels a year earlier. But prices improved during May, and in June averaged higher than in 1968.

The market potential for early spring cabbage is highly dependent on market timing. With average conditions in 1970, there should be sufficient markets for the production from an acreage equal to 1969.

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and a 1966-69 average yield, will result in a production 3 percent more than in 1969.

1970 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Cabbage - Late Spring

(Ohio, Missouri, Maryland, Virginia, North Carolina and Tennessee)

Year	: <u>Acreage</u> :	Yield :	:	:
	: Planted: For harvest:	per acre	: Production:	Price : Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1970 Acreage Guide and  
probable production

(planted acreage

equal to 1969)

6,780

1/ 132

796

Background statistics

1969	6,780	5,980	131	786	2.27	1,788
1968	7,450	6,350	134	850	2.21	1,880
1967	7,650	7,250	150	1,090	2.41	2,632

1/ 1968-69 average yield.

Comments

Moderate to substantially smaller plantings in most producing States, and low yields in Virginia and North Carolina resulted in a 1969 late spring cabbage output smaller than in 1968. Dry weather during May curtailed yields on the Eastern Shore of Virginia. In North Carolina, the low yield reflected the considerable quantity not harvested because of low prices.

In 1969, competitive marketings from the Florida winter crop continued quite heavy through late May and early June. With the North Carolina harvest active soon after mid-May, and volume supplies available in Virginia and Tennessee in early June, there was considerable pressure on markets for a brief period. Most of the crops in Ohio, Maryland, and Missouri, however, were marketed in late June and early July. At this time total cabbage supplies were in balance with market needs.

In each of the past two seasons, bunched marketings adversely affected grower returns.

The harvest from a 1970 acreage equal to 1969 should provide adequate supplies.

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and a 1968-69 average yield, will result in a production slightly more than in 1969.

1970 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Carrots - Spring

(Arizona)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	:	Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)		(\$1,000)

1970 Acreage Guide and  
probable production

(planted acreage equal to 1969)	3,000	1/ 179	537
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Background statistics

1969	3,000	3,000	170	510	4.70	2,397
1968	3,700	3,700	165	610	6.50	3,965
1967	3,800	3,800	180	684	3.75	2,565

1/ 1966-69 average yield.

Comments

The 1969 acreage of carrots in Arizona was sharply lower than the large plantings in both 1967 and 1968. Although the crop developed favorably, the yield was only slightly higher than 1968. The 1969 total production was substantially less than a year earlier.

As in most years, early crop shipments from Arizona in 1969 were light. Competitive supplies from the 1969 Texas winter crop were much larger than in 1968. Most of the 1969 Arizona production was marketed from late May through mid-July, with peak volume in mid-June.

Markets for Arizona supplies were under pressure until late May, when prices strengthened because of a substantial delay in early summer crop movement from California. The 1969 season average price in Arizona was well below the high price in 1968.

In 1970, Arizona growers can expect strong competition from both Texas and California marketings. Nevertheless, markets should absorb the outturn from an acreage equal to 1969.

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with no abandonment and a 1966-69 average yield, will result in a production 5 percent more than in 1969.



1970 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Cauliflower-Early Spring

(California)

Year	: Acreage :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1970 Acreage Guide and  
probable production

(planted acreage 15 percent  
more than in 1969) 8,000

1/ 88

704

Background statistics

1969	7,000	6,600	85	561	11.11	6,230
1968	8,600	8,600	90	774	9.96	7,711
1967	8,400	8,400	90	756	9.56	7,224

1/ 1966-69 average yield.

Comments

Because of heavy rains, 1969 plantings of early spring cauliflower in California were down sharply from 1968. Acreage in Monterey County was up moderately, but decreases were reported in plantings in other areas.

Cold, wet weather early in the season impaired crop development and acreage losses were heavy in some areas. More importantly, the rains curtailed harvesting and the average yield was below normal. The total 1969 early spring production was 28 percent less than in 1968.

Due to adverse weather, total spring shipments of fresh cauliflower in 1969 were much smaller than usual. In addition, the marketing pattern was erratic (Figure 10). Shipping point prices held at high levels throughout the season. However, total crop value was much lower than a year earlier because of the reduced volume.

The level of competing frozen cauliflower stocks next spring (Figure 11) will depend largely on the 1969 fall pack. Nevertheless, a larger early spring acreage will be needed in 1970 to furnish adequate early spring supplies.

1970 Guide

The 1970 guide is a planted acreage 15 percent more than in 1969. Such an acreage, with no abandonment and a 1966-69 average yield, will result in a production 25 percent more than in 1969.



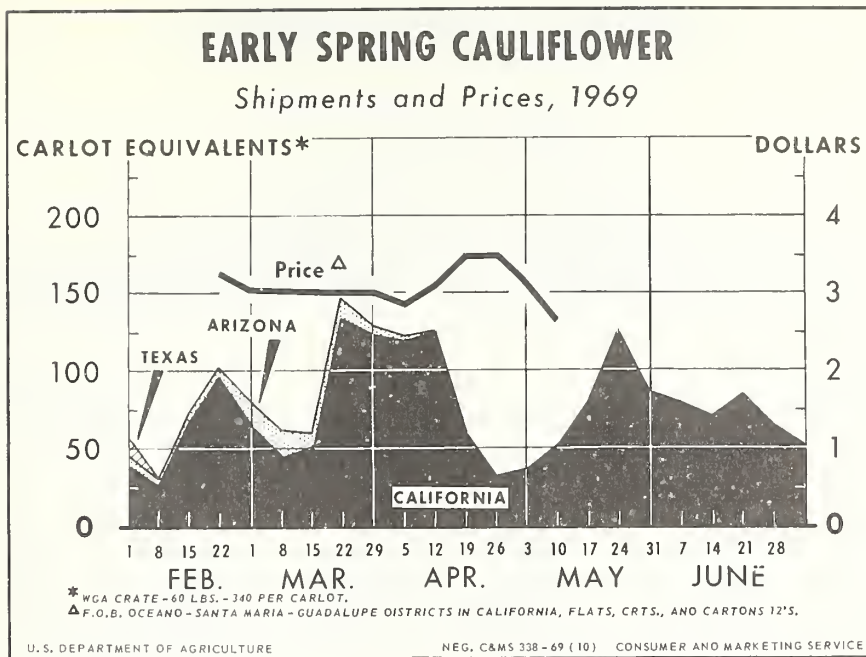


Figure 10

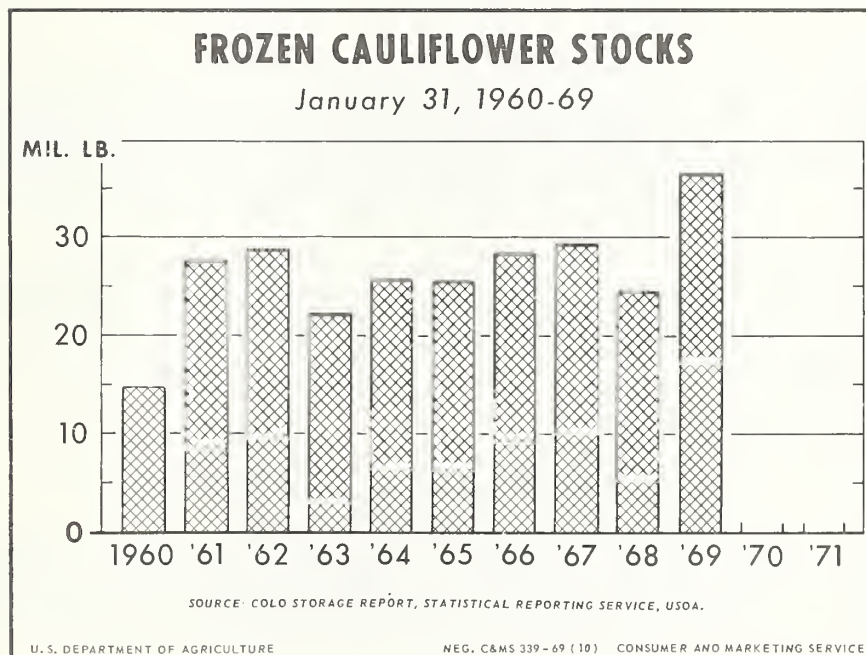


Figure 11

1970 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Celery - Spring

(Florida and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1970 Acreage Guide and  
probable production

(see 1970

guide below)

8,600

1/ 428

3,410

Background statistics

1969	9,400	8,400	418	3,509	6.78	23,799
1968	8,600	7,500	429	3,218	5.39	17,345
1967	8,300	7,700	431	3,321	5.40	17,922

1/ 1966-69 average yield by States.

Comments

In 1969, celery acreages in Florida and California were increased moderately. In Florida, where spring plantings have trended upward, the 1969 acreage was a new record. The total spring production in 1969 was substantially above 1968.

Total 1969 spring celery shipments (Figure 16) were slightly less than in 1968. Movement from Florida was considerably higher than in the previous season, with an unusually heavy volume marketed in early July. Total spring shipments from California were down moderately compared with 1968.

Celery prices were firm throughout the spring and showed a gradual increase as the season progressed. This was due partly to the prospective production of a relatively small early summer crop in California.

In 1970, markets are expected to absorb about the same volume of spring celery as was shipped in 1969.

1970 Guide

The 1970 guide is a planted acreage 10 percent less than in 1969 in Florida and 5 percent less than in 1969 in California. Such an acreage, with normal abandonment in Florida and 1966-69 average yields by States, will result in a production 3 percent less than in 1969.

1970 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Sweet Corn - Early Spring

(Florida and Texas)

Year	: Acreage :	Yield :	:	:
	: Planted: For harvest:	per acre :	Production:	Price : Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1970 Acreage Guide and probable production

(planted acreage 5 percent less than in 1969) 44,100 1/ 81 3,286

Background statistics

1969	46,400	44,200	76	3,365	5.61	18,873
1968	41,200	35,700	79	2,832	6.09	17,236
1967	41,100	39,100	87	3,414	5.53	18,885

1/ 1967-69 average yield.

Comments

In 1969, spring sweet corn plantings were up sharply compared with 1968. The 1969 total production was about one-fifth more than the small 1968 crop (Figure 12).

During most of the 1969 spring season, Florida weekly shipments were much larger than in 1968. Total marketings increased substantially in mid-April when heavy shipments continued from Pompano and active harvest began in the important Everglades area (Figure 13). Partly because of cool weather, shipments declined in early May before reaching a seasonal peak in late May and early June. Volume during June and early July was well above year-earlier levels.

Because of increased supplies, Florida shipping point prices trended lower in April. Although prices were moderate through most of May, the 1969 season average price was below the high level in the previous season.

Due to increased acreage, Texas production in 1969 was much larger than 1968. In the Texas Lower Valley, shipments began in late April and peaked in early May. Prices in Texas averaged well below the high average in 1968.

Despite increased supplies of frozen sweet corn in recent years, the demand for fresh production has remained strong. Nevertheless, with average yields in 1970, smaller plantings than in 1969 should provide an adequate crop.

1970 Guide

The 1970 guide is a planted acreage 5 percent less than in 1969. Such an acreage, with normal abandonment and a 1967-69 average yield, will result in a production 2 percent less than in 1969.

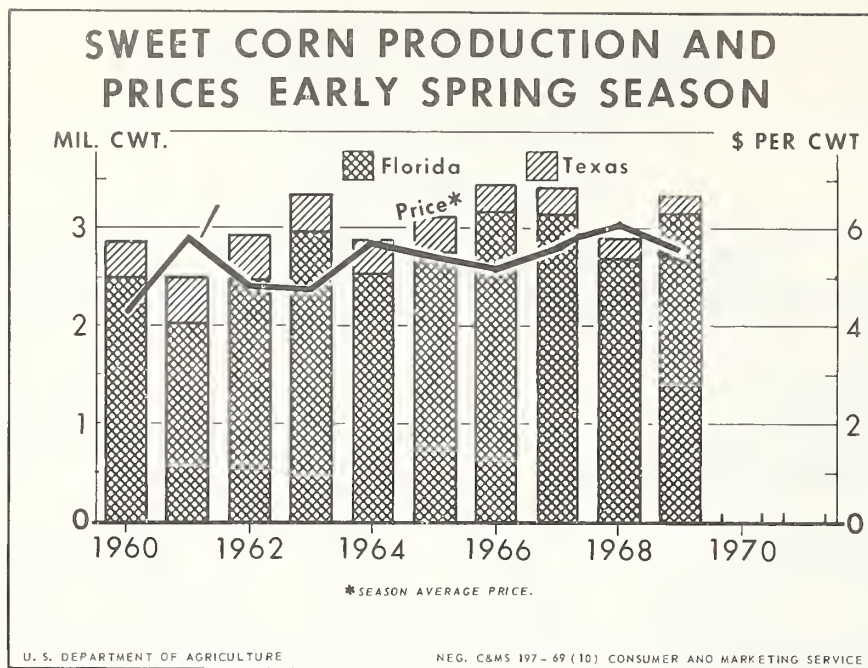


Figure 12

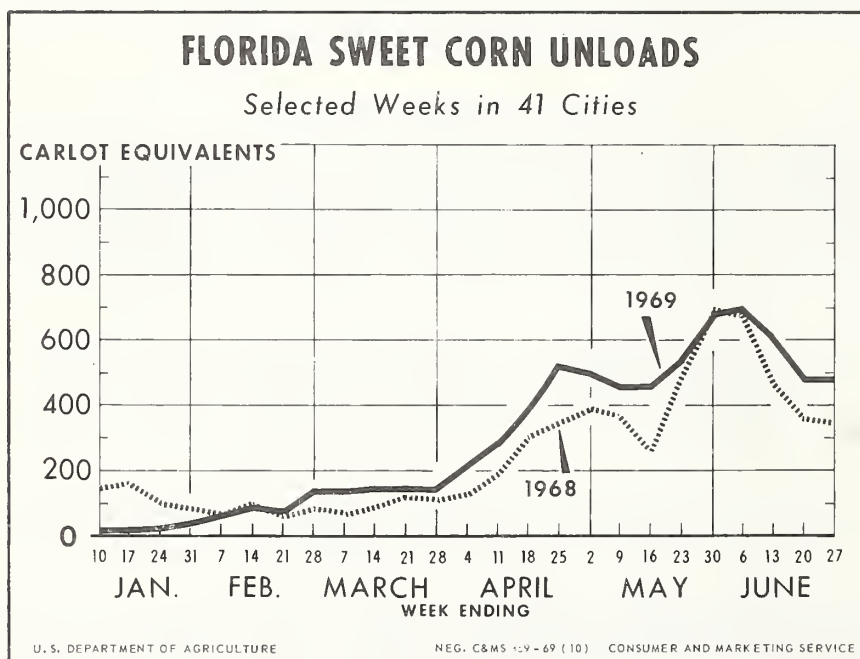


Figure 13



1970 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Sweet Corn - Late Spring

(Alabama and California)

Year	: Acreage :	Yield :	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value	
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1970 Acreage Guide and  
probable production

(see 1970  
guide below)                      6,900                      1/ 64                      438

Background statistics

1969	6,700	6,600	58	381	6.02	2,293
1968	7,600	7,300	70	513	6.42	3,295
1967	6,500	6,500	59	385	7.27	2,800

1/ 1968-69 average yield by States.

Comments

In Alabama, 1969 late spring sweet corn plantings were down sharply from the large acreage in 1968. Although there was some damage to early plantings, most of the Alabama crop developed favorably. Because of high yields, 1969 production was much larger than in 1968.

Alabama marketings in 1969 encountered more competition than a year earlier. Florida shipments were quite heavy through June. In July, when much of the Alabama crop reached maturity, larger supplies than usual moved from the early summer harvest in New Jersey and Missouri. With market prices under pressure, particularly during July, the 1969 season average price in Alabama held below the high level in 1968.

In 1969, heavy rains and flooding reduced California late spring production. Also, plantings in Kern County, which did not begin until late March, were considerably smaller than a year earlier. California late spring marketings were later than usual and overlapped the early summer harvest. Despite the much smaller crop, the 1969 season average price was only slightly higher than in 1968.

In California, a moderately larger acreage in 1970 will be required to furnish adequate supplies.

1970 Guide

The 1970 guide is a planted acreage equal to 1969 in Alabama and 5 percent more than in 1969 in California. Such an acreage, with no abandonment and 1968-69 average yields by States, will result in a production 15 percent more than in 1969.

1970 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Cucumbers - Early Spring

(Florida and Texas)

Year	: Acreage :	Yield :	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1970 Acreage Guide and  
probable production

(planted acreage

equal to 1969) 12,300

1/102

1,204

Background statistics

1969	12,300	11,800	101	1,192	7.73	9,219
1968	11,600	11,100	92	1,022	7.82	7,992
1967	11,300	10,700	95	1,016	6.83	6,939

1/ 1966-69 average yield.

Comments

The 1969 production of early spring cucumbers in Florida was substantially larger than in 1968, when extreme cold weather restricted output. Although Texas plantings were up sharply, production was only moderately larger than a year earlier.

The total spring cucumber shipments in 1969 were well above the previous year. More supplies from Florida and Texas as well as increased imports from Mexico contributed to the increase (Figure 14). Mexican shipments during April were about equal to 1968, but import volume in May, though comparatively light, was up sharply. This was partly due to a "gap" in Florida movement resulting from a harvest delay in central Florida areas (Figure 15).

Shipping point prices in the Pompano and Ft. Myers areas declined sharply during April. But in May, Florida prices were above the moderate levels in 1968. Because of light competition in late April, the 1969 average price in Texas was high.

Imports next spring likely will be at least as large as in 1969. However, with good harvest timing in 1970, growers should successfully market the crop from an acreage equal to 1969.

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and a 1966-69 average yield, will result in a production slightly more than in 1969.

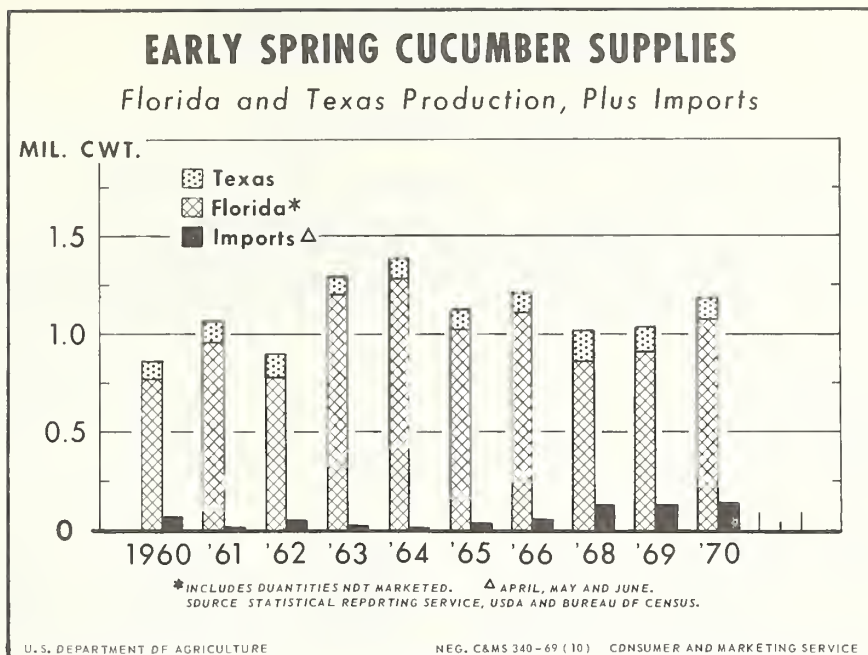


Figure 14

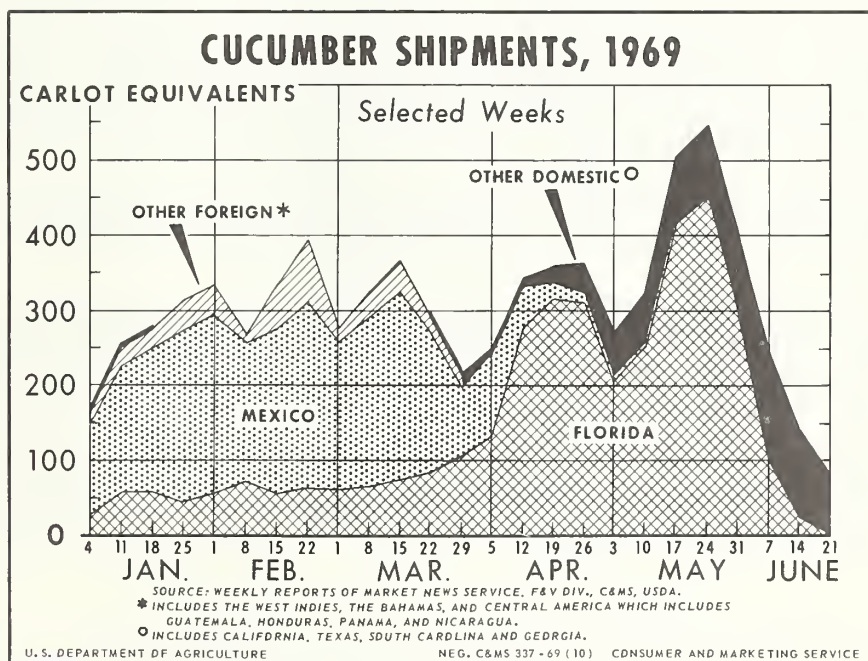


Figure 15



1970 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Cucumbers - Late Spring

(North Carolina, South Carolina, and California)

Year	: <u>Acreage</u> :		Yield :	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price :	Value
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1970 Acreage Guide and probable production</u>						
(planted acreage equal to 1969)	13,400		1/ 78	1,003		
<u>Background statistics</u>						
1969	13,400	12,900	80	1,027	6.47	6,642
1968	15,100	14,200	72	1,018	5.97	6,075
1967	13,600	13,400	81	1,083	7.08	7,670
1/ 1967-69 average yield.						

Comments

Total 1969 late spring cucumber acreage was down sharply from 1968, reflecting a sharp cut in South Carolina. Acreage in North Carolina was unchanged from a year earlier, and plantings in California were up moderately.

Early spring cucumber supplies from Florida continued quite heavy in early June, overlapping marketings from South Carolina. By late June, however, when most of the North Carolina crop was marketed, total supplies in eastern and midwestern markets were moderate.

The 1969 season average price in North Carolina was well above 1968, but the South Carolina price was only slightly higher.

In California, where most late spring supplies move to western cities, the 1969 production was much larger than in 1968. Although most of the California crop was marketed during June and early July, that portion shipped in April and early May was in competition with imports from Mexico. The 1969 season average price in California was below the high level in 1968.

Plantings in 1970 equal to 1969, with average yields, should provide sufficient late spring supplies.

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and a 1967-69 average yield, will result in a production 2 percent less than in 1969.



1970 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Lettuce - Early Spring

(North Carolina, New Mexico, Arizona and California)

Year	: <u>Acreage</u> :		Yield :	:	:	:
	: Planted:	For harvest:	per acre :	Production:	Price :	Value
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1970 Acreage Guide and probable production (planted acreage equal to 1969)	44,000		<u>1</u> /193	8,375		
<u>Background statistics</u>						
1969	44,000	42,800	191	8,162	5.55	45,312
1968	46,100	45,350	198	8,999	3.85	34,605
1967	41,600	41,200	189	7,788	6.23	48,553
<u>1/ 1968-69 average yields, by States</u>						

Comments

A sharp increase in lettuce plantings in 1969 in Arizona more than offset reductions in other States, including California, the major early spring source.

Following winter rains which checked production potential (Figure 17), shipments from California held at generally moderate levels during the spring. However, erratic harvest patterns resulted in wide swings in week-to-week total lettuce shipments and sharp short-term changes in prices. In Arizona, high prices prevailed during the early part of the shipping season, but thereafter prices declined to low levels. In New Mexico, harvest was most active when U. S. total lettuce shipments were high, and prices were under pressure. Nevertheless, the total value of the early spring lettuce crop was substantially above a year earlier.

Assuming a more orderly flow of shipments in 1970, a production slightly larger than 1969 should be marketed satisfactorily.

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and 1968-69 average yields by States, will result in a production 3 percent above 1969.

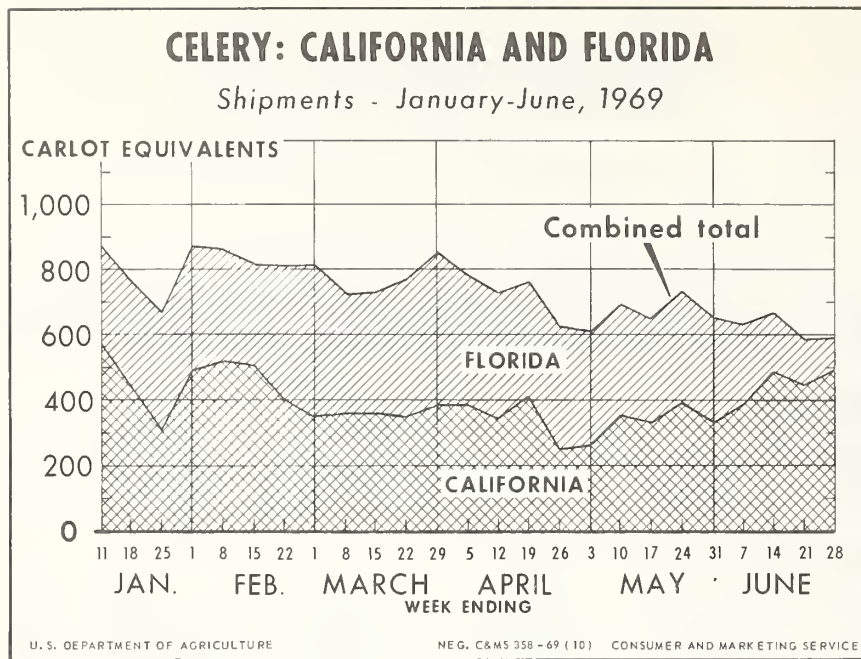


Figure 16

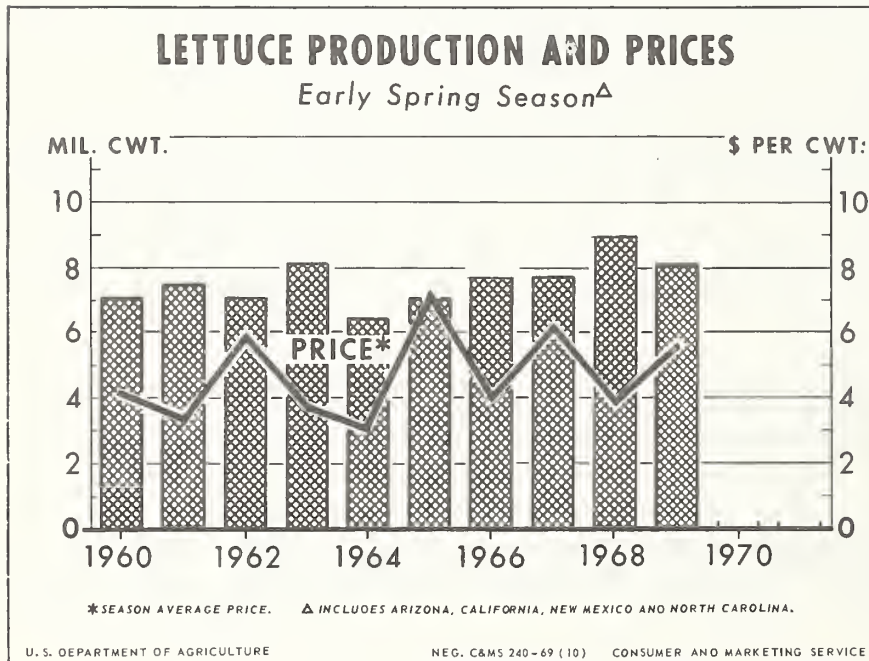


Figure 17

1970 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Lettuce - Late Spring

(Massachusetts, Connecticut, New Jersey)

Year	: <u>Acreage</u> :		Yield :		:	:
	: Planted:	For harvest:	per acre	Production:	Price	Value
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1970 Acreage Guide and probable production</u>						
(planted acreage equal to 1969)	4,000		<u>1</u> /156	562		
<u>Background statistics</u>						
1969	4,000	3,420	159	544	5.20	2,828
1968	4,050	3,670	152	559	4.72	2,636
1967	3,800	3,620	161	584	9.55	5,579
<u>1/ 1966-69 average yield.</u>						

Comments

Total 1969 late spring lettuce production was only slightly less than in 1968. Although the acreage harvested was down moderately, the average yield was above the low level a year earlier.

Shipments of late spring lettuce from southern New Jersey began in early May. Partly because high temperatures accelerated growth, volume increased sharply through May, reaching a peak for the season in early June. Moderate to light supplies moved from northern New Jersey from mid-June through July. Light supplies were available from the New England States in late May, with a small but steady volume continuing into September.

Because of bunching of supplies after delayed marketings from western States and volume supplies from summer States, the lettuce market declined in late May and continued low through June. While a drop in total lettuce marketings in early July benefitted late spring growers, total returns in 1969 were only moderately above the low level in 1968.

As in the past, the market for late spring crop lettuce in 1970 will be highly dependent on supplies from competing areas. However, growers should be able to successfully market the production from an acreage equal to 1969.

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and a 1966-69 average yield, will result in a production 3 percent more than in 1969.

1970 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Onions - Early Spring

(Texas)

Year	: Acreage :		Yield :	:	:	:
	:Planted:	For harvest:				
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1970 Acreage Guide and probable production</u>						
(planted acreage 5 percent less than in 1969)	23,800		1/ 142	2,940		
<u>Background statistics</u>						
1969	25,000	21,000	145	3,045	3.20	9,744
1968	27,000	21,500	115	2,472	6.85	16,937
1967	24,000	23,000	165	3,795	4.05	15,370
1/ 1967-69 average yield.						

Comments

The 1969 harvested acreage of early spring onions in the Rio Grande Valley area of Texas was substantially higher than in 1968. However, sharp reductions in acreage were reported in the Coastal Bend, Laredo and Winter Garden areas. Good yields were reported in all areas except in the Valley where cool, damp weather in March materially reduced yield prospects. In 1969, total production was 23 percent above the small 1968 crop when adverse weather cut crop out-turn.

Heavy supplies of storage onions kept onion prices under pressure during the winter of 1968-69. Shipments of storage onions continued to restrict market outlets during the early spring season. And with production relatively large, returns to Texas growers for 1969 marketings were low.

Movement from the Valley peaked in mid-April. Shipments from the Winter Garden Area peaked in May. In addition to domestic fresh sales, a small quantity of early spring supplies was exported, and some onions moved to canners and freezers.

A moderately smaller early spring acreage is recommended in 1970.

1970 Guide

The 1970 guide is a planted acreage 5 percent less than in 1969. Such an acreage, with normal abandonment and a 1967-69 average yield, will result in a production 3 percent less than in 1969.



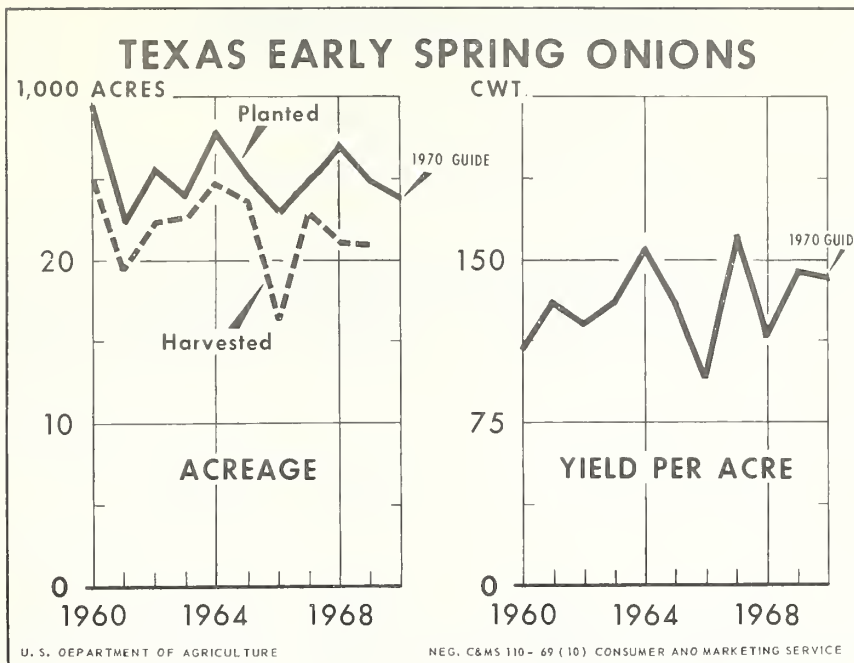


Figure 18

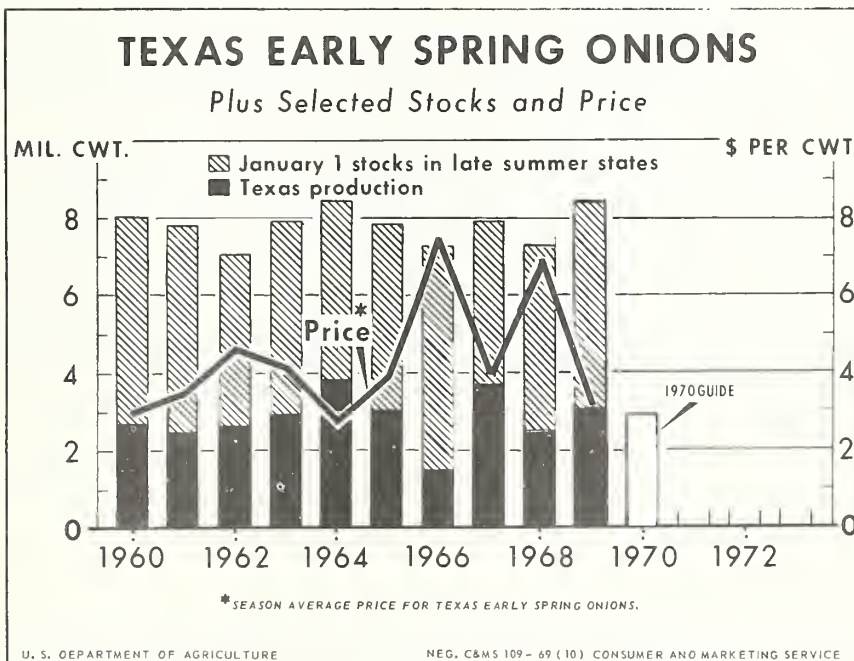


Figure 19

1970 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Onions - Late Spring

(Texas, Arizona and California)

Year	: <u>Acreage</u> :		Yield :	:	:	:
	: Planted:	For harvest:	per acre	: Production:	Price :	Value
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1970 Acreage Guide and probable production</u> (see 1970 guide below)						
	8,375		<u>1</u> /306	2,567		
<u>Background statistics</u> <u>2/</u>						
1969	8,700	7,900	295	2,334	3.74	8,729
1968	9,300	9,300	295	2,742	4.15	11,383
1967	8,900	8,900	300	2,667	3.21	8,548

1/ 1966-69 average yield by States.

2/ No late spring acreage was reported in Texas in 1969.

Comments

In 1969 a sharp increase in acreage in California was more than offset by a low yield, and total production was moderately below the large crop in 1968. In Arizona, although a high yield partly offset a substantial cut in plantings, the 1969 production was one-fifth less than a year earlier.

Harvest in both Arizona and California was active by mid-May. At this time, markets were under pressure from substantial movement from south Texas early spring areas. Shipments from Arizona peaked early in June with most of the crop marketed by June 20, as was the crop in the Imperial Valley of California. The Kern and Stockton Districts were active through June. By mid-June, shipments from the New Mexico early summer crop were in volume and overlapped movement from Arizona and California. Spring imports from Mexico, which continued into May, were lighter than a year earlier.

The 1969 late spring average prices in both Arizona and California were below the relatively high levels of a year earlier.

A slightly smaller total acreage is recommended in 1970.

1970 Guide

The 1970 guide is a planted acreage 5 percent less than in 1969 in California and equal to 1969 in Arizona. Such an acreage, with no abandonment, and 1966-69 average yield by States, will result in a production moderately above 1969.

1970 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Green Peppers - Spring

(Florida and Texas)

Year	: : Planted:	Acreage For harvest:	: Yield per acre	: Production:	: Price	: Value
		(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1970 Acreage Guide and probable production</u>						
(planted acreage 5 percent less than in 1969)	9,600		<u>1</u> /98	884		
<u>Background statistics</u>						
1969	10,100	9,800	92	902	13.50	12,141
1968	8,800	8,000	100	801	14.76	11,821
1967	8,800	8,300	102	850	13.74	11,681

1/ 1966-69 average yield.

Comments

Increased plantings in both Florida and Texas resulted in a substantially larger production of spring green peppers in 1969 compared with 1968.

Marketings from south Florida were heavy by mid-April (Figure 20) when increased volume moved from the Ft. Myers area. However, harvesting in central and northern Florida was later than usual, preventing a serious overlap of supplies. Also, Texas shipments peaked in late May when only moderate volume was available from Florida. In addition to heavy domestic supplies, spring imports from Mexico in 1969 were sharply higher than in 1968. Some imports also arrived from the Dominican Republic.

Through most of April, shipping point prices in Florida held well below the high levels in 1968. Although prices trended higher in May, the season average price was below a year earlier. Because of favorable harvest timing, the Texas average price was high.

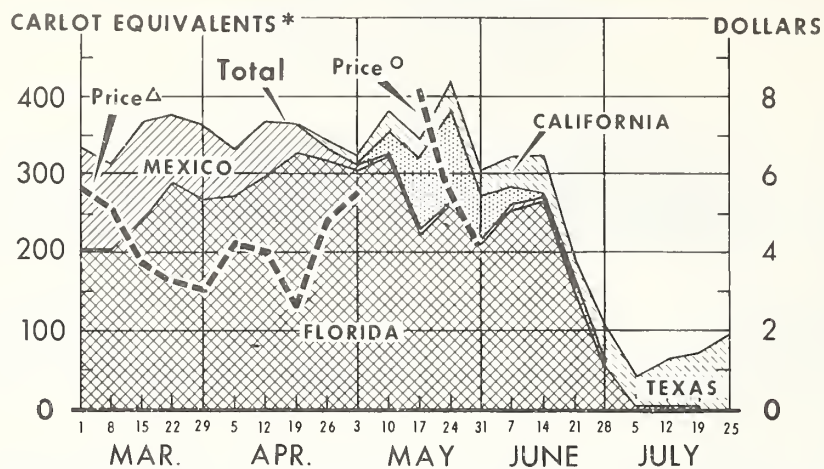
In 1970, assuming average yields, the harvest from a smaller acreage should provide adequate supplies.

1970 Guide

The 1970 guide is a planted acreage 5 percent less than in 1969. Such an acreage, with normal abandonment and a 1966-69 average yield, will result in a production 2 percent less than in 1969.

# GREEN PEPPER SHIPMENTS AND PRICES

1969 Spring Season



\* RAIL AND TRUCK COMBINED (28-30 LB. CONTAINERS, 775 PER CARLOT).    O PLANT CITY, FLORIDA (AUCTION PRICES).  
 Δ POMPAÑO BEACH, FLORIDA, SALES TO LOCAL BUYERS, 1-1/9 BU. CRATES AND BU. BASKETS.

U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 343-69 (10) CONSUMER AND MARKETING SERVICE

Figure 20



1970 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Spinach

(New Jersey, Maryland and Virginia)

Year	: Acreage :	Yield :	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1970 Acreage Guide and  
probable production

(planted acreage

equal to 1969) 2,750

1/ 55

139

Background statistics

1969	2,750	2,450	55	135	7.31	987
1968	2,450	2,200	55	121	7.25	877
1967	2,850	2,650	57	150	7.50	1,125

1/ 1968-69 average yield.

Comments

Despite a cold, dry winter in eastern producing areas, spring crop spinach yields were normal. Due to an increase in plantings in Maryland and Virginia, the 1969 production was larger than in the previous season.

Spring harvest began later than in 1968. As is usual during the spring, competing fresh supplies were available in Texas and California. Movement from Maryland and Virginia areas was heaviest during April, with only light supplies available in May. In New Jersey, harvest was active throughout May, and a small volume continued into early July. The 1969 season average price compared closely with the high level in 1968.

Competing supplies of frozen spinach were light during the spring.

In 1970, total market need for fresh spinach is expected to continue at a low level.

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and a 1968-69 average yield, will result in a production slightly more than in 1969.

1970 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Tomatoes - Early Spring

(Florida, Texas and California)

Year	: Acreage :	Yield :	:	:	:
	:Planted:For harvest:	per acre :	Production:	Price :	Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1970 Acreage Guide and  
probable production

(see 1970 guide  
below)

22,450

1/159

3,378

Background statistics

1960	24,400	23,700	134	3,178	14.65	46,566
1968	19,000	17,800	182	3,240	13.43	43,512
1967	19,300	17,800	203	3,619	9.93	35,943

1/ 1968-69 average yield by States.

Comments

In 1969, a low yield in Florida more than offset a sharp increase in spring acreage. Total production was small (Figure 21).

Adverse weather in Florida resulted in erratic harvest timing. Although shipments during April 1969 compared closely with the year-earlier total, movement during May was well below normal in contrast with total shipments during June which almost doubled the 1968 level.

There was a heavy flow of imports from Mexico (Figure 22). The 1969 spring imports from Mexico amounted to 180 million pounds compared with 152 million in 1968.

Although depressed late in the winter, tomato prices had moved up sharply by mid-April 1969, and continued firm through the late spring.

Similar to last season, the 1969-70 Florida tomato shipments will be regulated under a Federal marketing order. Shipment regulations effective in Florida also will apply to imports of fresh tomatoes.

In 1970, a smaller total acreage should provide sufficient supplies for market needs which are increasing slowly.

1970 Guide

The 1970 guide is a planted acreage 10 percent less than in 1969 in Florida and equal to 1969 in California and Texas. Such an acreage, with normal abandonment and 1968-69 average yields by States, will result in a production 6 percent above 1969.

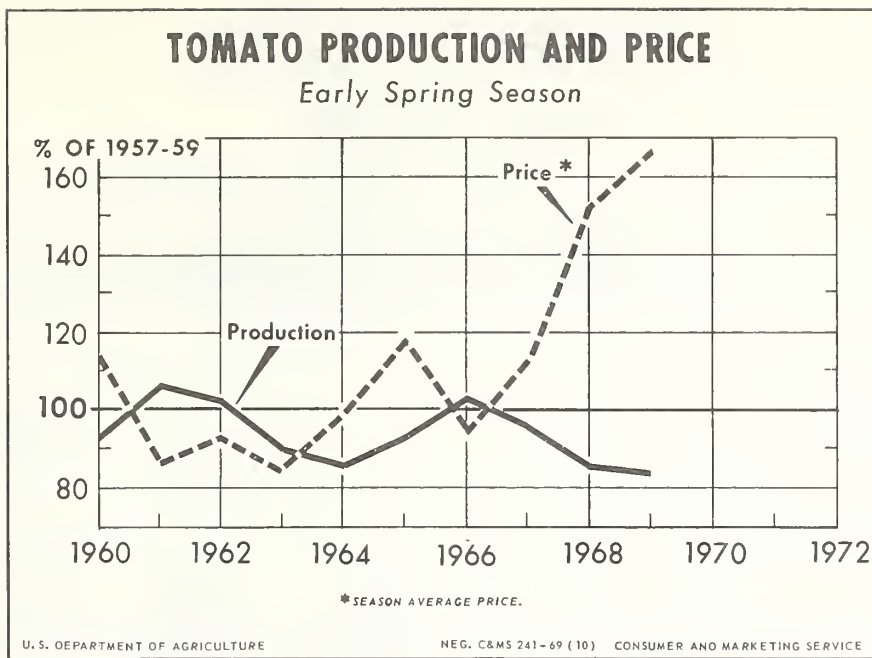


Figure 21

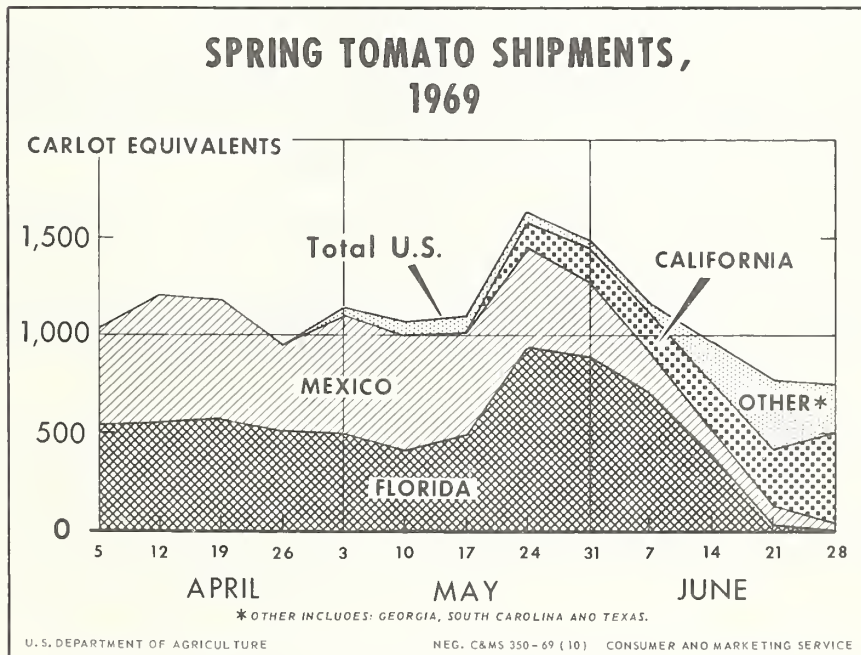


Figure 22

1970 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Tomatoes - Late Spring

(South Carolina, Georgia, Louisiana, and Texas)

Year	: <u>Acreage</u> :		Yield :	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price :	Value
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1970 Acreage Guide and probable production (planted acreage equal to 1969)	20,000		<u>1</u> / 68	1,292		
<u>Background statistics</u>						
1969	20,000	18,500	67	1,236	9.69	11,978
1968	19,500	18,500	69	1,269	9.80	12,437
1967	18,000	17,100	74	1,272	8.96	11,403
<u>1</u> / 1968-69 average yield.						

Comments

Production of late spring tomatoes has shown little change the past several years. Competitive supplies from early spring and early summer areas have restricted market outlets for the late spring crop.

Cool temperatures the latter part of April slowed crop development in South Carolina. In the Charleston-Beaufort area, harvest was active in June and completed the first week of July. In other areas of the State, where plantings were delayed, harvest extended into August.

In Georgia, hot weather and lack of moisture shortened the harvest season. Production was curtailed in 1969 compared to 1968.

Adverse weather in most areas of Texas retarded crop growth and delayed harvesting. In the High Plains area, hail damage was reported in May and June.

The 1969 average price for late spring tomatoes was high.

Assuming average yields in 1970, an equal acreage should result in a seasonal crop in line with market needs.

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and a 1968-69 average yield, will result in a production 5 percent above 1969.



1970 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Cantaloups - Spring

(Florida, Texas, Arizona and California)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price	: Value
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1970 Acreage Guide and  
probable production

(planted acreage equal to 1969)	50,600	1/ 97	4,653
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Background statistics

1969	50,600	47,900	96	4,602	6.46	29,719
1968	41,100	38,200	101	3,841	7.16	27,516
1967	34,900	33,800	115	3,885	8.86	34,440

1/ 1968-69 average yields by States.

Comments

Reflecting the firm market for spring cantaloups in recent years and the availability of new varieties, all spring producing areas increased acreage in 1969. Much of the increase was concentrated in Texas and California. The 1969 total spring production was near-record (Figure 23).

Cantaloup imports from Mexico declined sharply in May when domestic supplies became available. Harvest of the south Texas crop was active from mid-May to mid-June. Movement from the Lower Rio Grande Valley was the heaviest in several decades.

In California, shipments increased sharply the first half of June. Thereafter, a heavy volume was recorded throughout the summer. The Arizona harvest was active early in June, and the bulk of the crop was shipped the last half of June.

Cantaloup prices (Figure 24) were high during May, but declined to a moderate level in June when volume from the West was maintained at a high level. The total crop value was the third highest in recent years.

In 1970, markets should absorb a crop about as large as in 1969, assuming that crop quality is as good as last season.

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and 1968-69 average yields by States, will result in a production slightly more than in 1969.

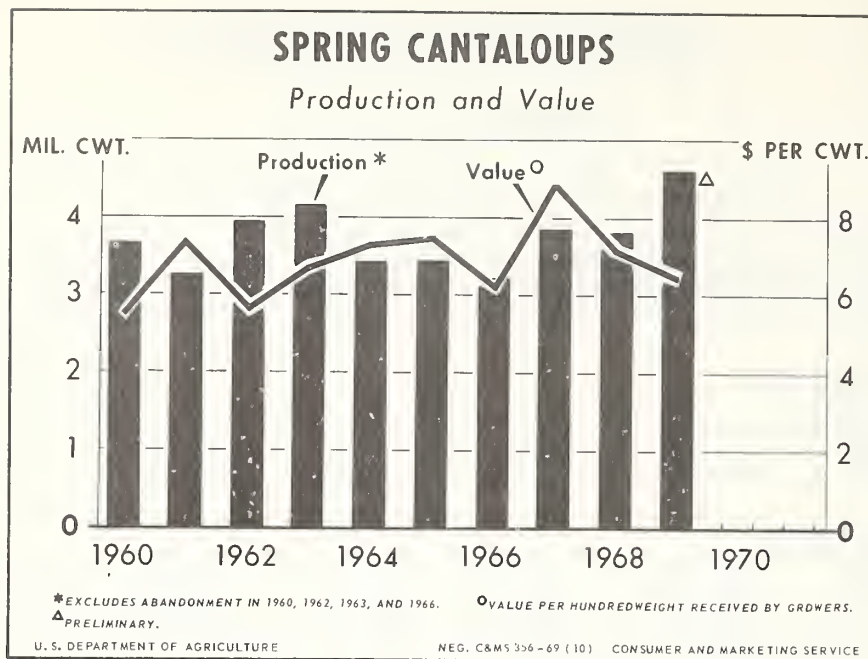


Figure 23

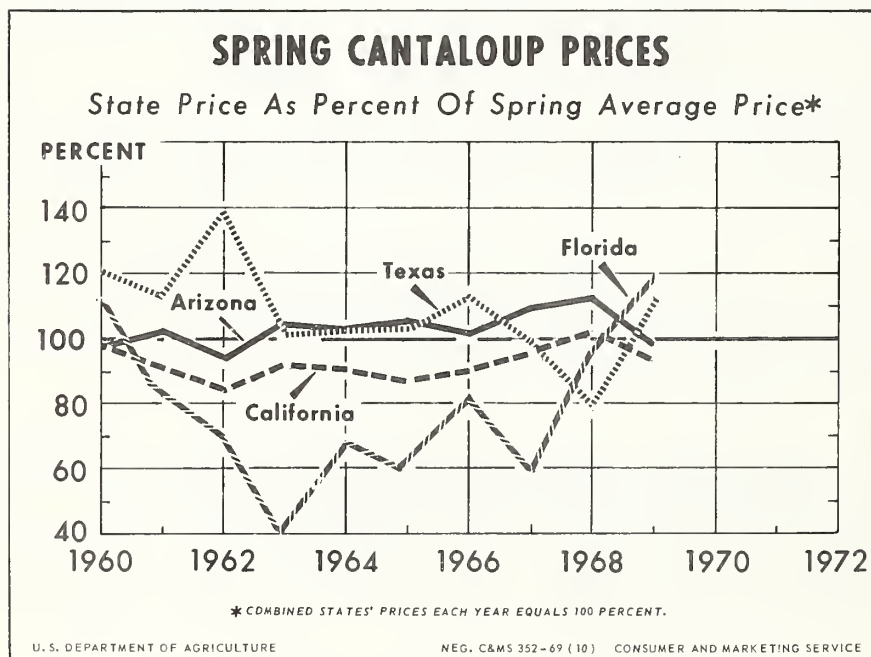


Figure 24

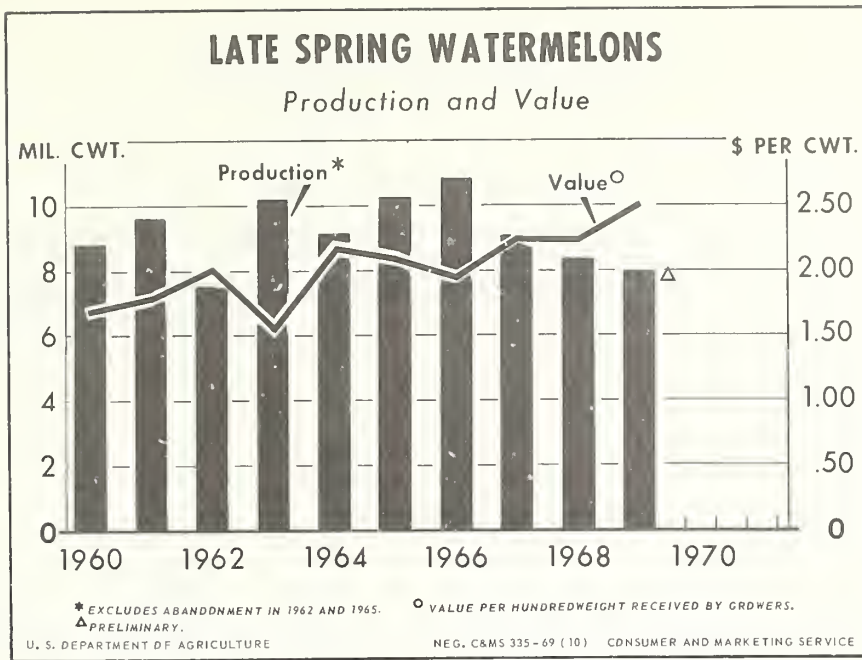


Figure 25

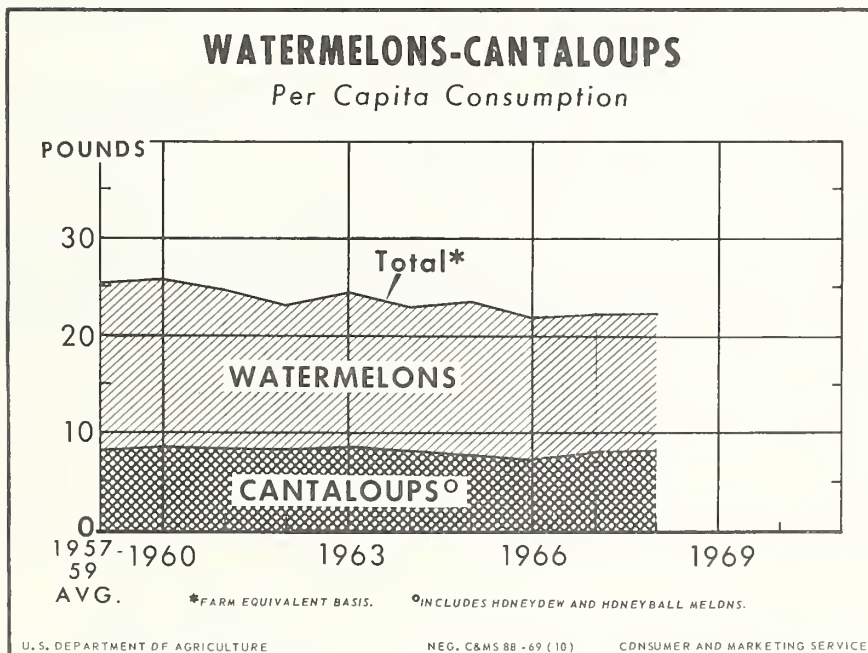


Figure 26

1970 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Watermelons - Late Spring

(Florida and California)

Year	: Acreage :	Yield :	:	:	:
	: Planted: For harvest: per acre : Production: Price : Value				
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1970 Acreage Guide and  
probable production

(planted acreage equal to 1969)	64,600	<u>1</u> /141	8,525
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Background statistics

1969	64,600	59,100	135	7,963	2.50	19,908
1968	66,600	61,600	136	8,372	2.25	18,799
1967	63,700	60,700	149	9,061	2.25	20,421

1/ 1967-69 average yield by States.

Comments

In Florida an acreage reduction in 1969 combined with a low yield resulted in a below-average outturn of spring watermelons. California's total plantings were equal to a year earlier. However, a high yield resulted in a substantial increase in production.

Although spring harvest in both California and Florida commenced later than usual competing early summer areas also were late. Therefore, potential bunching and seasonal overlap was alleviated.

Shipments from Florida increased sharply early in May, and peaked the second and third week in June with good volume maintained until July 10. The California movement during June and July was much above a year earlier as was volume from early summer areas in Texas and Arizona. Imports of Mexican watermelons during the spring of 1969 were a record total.

Watermelon prices showed their usual seasonal decline in the spring of 1969. Nevertheless, the average price was relatively high (Figure 25).

In 1970, assuming average yield by States, an equal acreage should provide an adequate crop.

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment in Florida, and 1967-69 average yield by States, will result in a production 7 percent more than in 1969.





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